

# Toys and Games Market in Poland 2021

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## Abstracts

Toys and games are found throughout the world and date back to early times. Playing with toys can be an enjoyable means of training young children for life experiences. According to StrategyHelix, the toys and games market in Poland is expected to increase by US\$ 1,566 million during 2021-2027, expanding at a CAGR of 11.2% during the forecast period. Awareness of the cognitive and intellectual benefits of outdoor and sports toys, influence of technology in promoting video games, rising demand for scientific and educational toys, continuously rising personnel disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toys and games. The Poland toys and games market is segmented on the basis of product, and distribution channel. Based on product, the toys and games market in Poland is categorized into traditional toys & games, electronic games. The traditional toys & games segment held the largest share of the Poland toys and games market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the toys and games market in Poland has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In Poland, the online retailing segment made up the largest share of the toys and games market.

The traditional toys & games market is further segmented into action figures & accessories, arts & crafts, baby & pre-school toys, construction toys, dolls & accessories, games & puzzles, outdoor & sports toys, vehicles & remote control, and others. In 2020, the construction toys segment made up the largest share of revenue generated by the toys and games market. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. Among these, the electronic games software segment was accounted for the highest revenue generator in 2020.

The Poland toys and games market is highly competitive. The prominent players operating in the Poland toys and games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Hasbro Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, SIMBA DICKIE GROUP GmbH, Sony Corporation, Take-Two Interactive Software Inc., Ubisoft Entertainment SA.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toys and games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: traditional toys & games, electronic games

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Poland toys and games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. TOYS AND GAMES MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Traditional toys & games  
Electronic games

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

Activision Blizzard, Inc.  
Electronic Arts Inc. (EA)  
Epic Games, Inc.  
Hasbro, Inc.  
LEGO System A/S  
Mattel, Inc.  
Microsoft Corporation  
SIMBA DICKIE GROUP GmbH  
Sony Corporation  
Take-Two Interactive Software, Inc.  
Ubisoft Entertainment SA  
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