

Toys and Games Market in Romania 2021

<https://marketpublishers.com/r/T8010C8B2CA5EN.html>

Date: January 2022

Pages: 16

Price: US\$ 550.00 (Single User License)

ID: T8010C8B2CA5EN

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. The toys and games market in Romania is set to increase by US\$ 384 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 9.3% 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 Romania toys and games market is segmented on the basis of product, and distribution channel. On the basis of product, the toys and games market in Romania has been segmented into traditional toys & games, electronic games. The traditional toys & games segment held the largest revenue share in 2020. By distribution channel, the toys and games market in Romania has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Among these, the online retailing segment was accounted for the highest revenue generator in 2020.

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 Romania, the construction toys segment made up the largest share of the toys and games market. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. The electronic games software segment was the largest contributor to the Romania toys and games market in 2020.

The Romania toys and games market is highly competitive. The key players in the toys and games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Epic Games Inc., Gameloft S.A., Hasbro Inc., LEGO System A/S, Mattel Inc., Microsoft Corporation, Sony Corporation, Square Enix Holdings Co. Ltd., Valve Corporation.

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 Romania toys and games market

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

Pinpoint growth sectors and trends for investment

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Electronic games

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
Electronic Arts Inc. (EA)
Epic Games, Inc.
Gameloft S.A.
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Microsoft Corporation
Sony Corporation
Square Enix Holdings Co., Ltd.
Valve Corporation
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