

Toys and Games Market in USA 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 a report by StrategyHelix, the toys and games market in USA is set to increase by US\$ 40,569 million during 2021-2027, growing at a CAGR of 8.1% 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 USA 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 USA 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 USA 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 USA, 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 USA toys and games market in 2020.

The USA toys and games market is highly competitive. The prominent players operating in the USA toys and games market include Activision Blizzard Inc., Electronic Arts Inc. (EA), Hasbro Inc., LEGO System A/S, Mattel Inc., MGA Entertainment Inc., Microsoft Corporation, Nintendo Co. Ltd., 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 USA 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

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)
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
MGA Entertainment, Inc.
Microsoft Corporation
Nintendo Co., Ltd.
Sony Corporation
Take-Two Interactive Software, Inc.
Ubisoft Entertainment SA
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