

## **Toys and Games in Australia**

Market Direction | 2022-06-15 | 34 pages | Euromonitor

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### **Report description:**

2020 proved to be an unexpected bumper year for the sale of toys and games. Demand from families for entertainment during COVID-19 lockdowns drove sales. The momentum waned in 2021, driven by the prolonged lockdowns but hampered by increased challenges for both manufacturers and retailers. The resurgence of the virus led to localised lockdowns worldwide, and regional quarantine policies in Asia prevented factory workers from fulfilling orders for global markets. This resulted in a large order ba...

Euromonitor International's Toys and Games in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Toys and Games market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Traditional toys and games disrupted by pandemic lockdowns and supply chain shortages, resulting in sales decline  
Licensed products and educational products win, while wellbeing and health have a strong influence on product development  
LEGO maintains its lead as kidults continue to fuel demand

#### **PROSPECTS AND OPPORTUNITIES**

Sustainability could play a greater role in traditional toys and games moving forward  
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## 2021 DEVELOPMENTS

Video games weathers the storm of supply constraints, showing resilient growth

Sales of digital software soar, with cloud games gaining popularity

Mobile games secures another year of growth, with IP-based games on the rise

## PROSPECTS AND OPPORTUNITIES

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