

## **Toys and Games in Sweden**

Market Direction | 2022-06-15 | 32 pages | Euromonitor

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### **Report description:**

The toys and games industry in Sweden witnessed significant growth in 2021, posting an even stronger current value increase in 2021 than in 2020. Whilst the government never enforced a nationwide lockdown in Sweden, the pandemic continued to influence consumer behaviour, and the demand for toys and games held strong in 2021 due to the increased importance of quality entertainment indoors. Apart from parents keeping their children entertained at home, adults bought toys and games for their own en...

Euromonitor International's Toys and Games in Sweden 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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## 2021 DEVELOPMENTS

Powered by COVID-19, the gaming world continues to thrive

Static consoles - a value growth driver in video games

Stronger focus on microtransactions as a source of revenue

## PROSPECTS AND OPPORTUNITIES

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