

Toys and Games in the Netherlands

Market Direction | 2022-06-15 | 31 pages | Euromonitor

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Report description:

In contrast to some other Western European countries, traditional toys and games continue to outsell video games in value terms in the Netherlands, but the gap is steadily narrowing. The lingering effects of the pandemic continued to shape demand for traditional toys and games. Following a robust performance during 2020, the rate of growth in retail constant value sales of traditional toys and games (2021 prices) slowed only slightly in 2021. Games and puzzles were the top performer and became t...

Euromonitor International's Toys and Games in Netherlands 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.

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Euromonitor International
June 2022

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DISCLAIMER

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VIDEO GAMES IN THE NETHERLANDS

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2021 DEVELOPMENTS

Pandemic boost to demand fades

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Shortages throttle sales of static consoles

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