

## **Traditional Toys and Games in Sweden**

Market Direction | 2022-06-15 | 19 pages | Euromonitor

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### **Report description:**

The positive impact of the pandemic on traditional toys and games continued into 2021. In fact, the category achieved even stronger current value growth in 2021 than in 2020. Due to COVID-19 restrictions and remote or hybrid working, parents spent more time at home with their children, which led families to appreciate togetherness through toys and games. There was continued demand for activity-based toys, especially games and puzzles, and dynamic growth for construction sets. Construction achiev...

Euromonitor International's Traditional 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

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

Why buy this report?

- \* Get a detailed picture of the Traditional 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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The importance of sustainability in play keeps growing

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## SOURCES

### Summary 1 Research Sources

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