

Toys and Games in Poland

Market Direction | 2022-06-20 | 29 pages | Euromonitor

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Report description:

In general terms, toys and games performed well in 2021, recording double-digit growth in current value terms. Positive growth was observed across all product categories. Strong sales of traditional toys and games were fuelled by COVID-19 restrictions, with children forced to spend more time at home and thus looking for additional sources of entertainment. After a slow start to 2021, sales of video games picked up as the year progressed with the category still seeing dynamic growth over the cour...

Euromonitor International's Toys and Games in Poland 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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Mobile games continue to thrive thanks to widespread access to smartphones

Local video games studio comes under pressure

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