

Toys and Games in Romania

Market Direction | 2022-06-20 | 32 pages | Euromonitor

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Report description:

In 2016, video games surpassed traditional toys and games in terms of retail value sales for the first time, and the gap between the two continued to widen throughout the forecast period. Indeed, during 2020, the rate of growth in retail constant value sales (2021 prices) of video games expanded at its fastest rate in almost a decade. The COVID-19 pandemic had a positive impact on sales of video games during both 2020 and 2021, as local consumers were forced to spend more time at home. With lock...

Euromonitor International's Toys and Games in Romania 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

Easing of pandemic restrictions drives moderation in retail value sales growth

Mobile and online games increasingly dominant

E-commerce dominates software and is gaining ground in hardware

PROSPECTS AND OPPORTUNITIES

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