

Toys and Games in the United Arab Emirates

Market Direction | 2022-06-24 | 31 pages | Euromonitor

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Report description:

Sales of toys and games continued to record positive growth in 2021 in the United Arab Emirates, with video games remaining the stronger performer overall. Video games was already significantly outperforming traditional toys and games over the review period, and this performance gap widened significantly in the midst of the pandemic in 2020, which led to the introduction of significant restrictions on movement. Retail current value sales of video games recorded further double-digit growth in 202...

Euromonitor International's Toys and Games in United Arab Emirates 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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DISCLAIMER

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VIDEO GAMES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Console releases from Sony and Microsoft fuel growth of video games in 2021

Further dynamic growth for mobile games in the United Arab Emirates

E-commerce's greater penetration of video games

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