

Traditional Toys and Games in Romania

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

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Report description:

Having hit its highest rate on record during 2020, the rate of growth in retail constant value sales of traditional toys and games slowed significantly in 2021 but remained vigorous. COVID-19 had a positive impact on sales of traditional toys and games in Romania in 2020. With numerous social restrictions, closed schools and a lot of time spent indoors, many parents turned to traditional toys and games to keep their children entertained at home. Moreover, income reallocation had a positive influ...

Euromonitor International's Traditional 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: 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.

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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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TRADITIONAL TOYS AND GAMES IN ROMANIA

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Easing of pandemic restrictions leads to a moderate slowdown in demand growth

Deepening health and wellness trend buoys leads to a renewal of interest in wooden toys

Increased media exposure leads to growing demand for licensed products

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Increased competition from video games and demographic factors will weigh on demand growth

Toys and games with an educational element will continue to drive growth

E-commerce will steadily gain ground

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