

## **Traditional Toys and Games in the United Arab Emirates**

Market Direction | 2022-06-24 | 18 pages | Euromonitor

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### **Report description:**

Construction was the strongest performer in traditional toys and games in 2021. As residents in the United Arab Emirates spent greater time at home during the pandemic, many local consumers (both adults and children) turned to construction as entertainment, supporting stronger value sales growth for leading brand Lego. These products are particularly popular with families, while increasing numbers of consumers are collecting magnetic construction sets. The fact that many parents were seeking to...

Euromonitor International's Traditional 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: 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

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Euromonitor International  
June 2022

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