

Toys and Games in South Africa

Market Direction | 2022-07-04 | 32 pages | Euromonitor

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Report description:

Toys and games continued to perform strongly in South Africa in 2021, as the local economy recovered from the effects of the pandemic, leaving some parents with higher disposable incomes to spend either on their children, or even themselves. While traditional toys and games picked up slightly relative to the previous year, current value growth of video games remained stable in 2021, as consumers sought at-home entertainment. Despite the stable year-on-growth in value terms, the industry was hit...

Euromonitor International's Toys and Games in South Africa 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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TRADITIONAL TOYS AND GAMES IN SOUTH AFRICA

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Toy demand remains strong, despite rising prices and supply challenges
Intense competitive landscape with Hasbro maintaining lead, closely followed by Mattel and LEGO
Interactive play, digitalisation and "kidults" prove to be key drivers

PROSPECTS AND OPPORTUNITIES

Toy sales set to be stable, while inflationary pressures are expected to dampen stronger demand
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Digitalisation and e-commerce to present growth opportunities over forecast period

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VIDEO GAMES IN SOUTH AFRICA

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Video games maintains buoyant growth, as next-gen consoles gain traction

Activision Blizzard Inc maintains lead, despite legal battles

Cocooning, growing smartphone and internet penetration continue to boost gaming

PROSPECTS AND OPPORTUNITIES

Supply issues set to constrain sales, despite strong demand for video games

Static consoles offers strongest growth potential, as next-gen PlayStation and Xbox gain traction

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