

Traditional Toys and Games in South Africa

Market Direction | 2022-07-04 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

While sales of traditional toys and games experienced slower current value in 2020, as stores were closed for two months and disposable incomes were severely constrained, the category witnessed a stronger performance in 2021. Sales were driven by the resumption of trade, the partial recovery of household incomes and the desire for entertainment at home. While sales across the category were positive in 2021, the standout performers were construction, dolls and accessories, and games and puzzles.

Euromonitor International's Traditional 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: 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Traditional Toys and Games in South Africa

Euromonitor International

July 2022

List Of Contents And Tables

TRADITIONAL TOYS AND GAMES IN SOUTH AFRICA

KEY DATA FINDINGS

2021 DEVELOPMENTS

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

Construction expected to record strongest growth, followed by dolls and accessories

Digitalisation and e-commerce to present growth opportunities over forecast period

CATEGORY DATA

Table 1 Sales of Traditional Toys and Games by Category: Value 2016-2021

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2016-2021

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2016-2021

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2017-2021

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2018-2021

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2016-2021

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2021-2026

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2021-2026

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2021-2026

TOYS AND GAMES IN SOUTH AFRICA

EXECUTIVE SUMMARY

Toys and games in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 10 Sales of Toys and Games by Category: Value 2016-2021

Table 11 Sales of Toys and Games by Category: % Value Growth 2016-2021

Table 12 NBO Company Shares of Toys and Games: % Value 2017-2021

Table 13 LBN Brand Shares of Toys and Games: % Value 2018-2021

Table 14 Distribution of Toys and Games by Format: % Value 2016-2021

Table 15 Forecast Sales of Toys and Games by Category: Value 2021-2026

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Traditional Toys and Games in South Africa

Market Direction | 2022-07-04 | 19 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-03-11"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com