

Traditional Toys and Games in Germany

Market Direction | 2022-08-10 | 19 pages | Euromonitor

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Report description:

Following a successful year in 2020, when adults and children shifted to traditional toys and games as an escape from pandemic-related restrictions imposed by the government in Germany, demand for traditional toys and games continued to rise in 2021, posting strong current value growth across the category. A strong performance was once again recorded by games and puzzles, and construction, led by major players Ravensburger AG and LEGO GmbH, respectively. These type of toys continued to be highly...

Euromonitor International's Traditional Toys and Games in Germany 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.

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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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