

Toys and Games in Canada

Market Direction | 2022-09-12 | 31 pages | Euromonitor

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Report description:

Both traditional toys and games and video games registered high current value growth in 2021, compared with 2020. Even though COVID-19 related restrictions were lifted by the end of the year, consumers spent much of the year working and studying from home. With children spending extended periods of time in front of the screen, many parents sought to encourage their children to spend time off-screen with traditional toys. As such, games and puzzles, and construction toys recorded double-digit val...

Euromonitor International's Toys and Games in Canada 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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Table of Contents:

Toys and Games in Canada
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List Of Contents And Tables

TOYS AND GAMES IN CANADA

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 1 Sales of Toys and Games by Category: Value 2016-2021
Table 2 Sales of Toys and Games by Category: % Value Growth 2016-2021
Table 3 NBO Company Shares of Toys and Games: % Value 2017-2021
Table 4 LBN Brand Shares of Toys and Games: % Value 2018-2021
Table 5 Distribution of Toys and Games by Format: % Value 2016-2021
Table 6 Forecast Sales of Toys and Games by Category: Value 2021-2026
Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN CANADA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Traditional toys sales continue to grow in 2021 as consumers seek screenless entertainment
Kidults take over high-performing categories as the infant and toddler population declines
Canadians seek to support locally-owned stores, while Toys "R" Us plans to open more stores in the country

PROSPECTS AND OPPORTUNITIES

Environmental concerns will motivate manufacturers and retailers to adopt sustainable practices and materials in traditional toys
Brand engagement and innovation to evolve further
Licensing strong on the agenda

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2016-2021
Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2016-2021
Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2016-2021
Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2017-2021
Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2018-2021
Table 13 Distribution of Traditional Toys and Games by Format: % Value 2016-2021
Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2021-2026
Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2021-2026
Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2021-2026

VIDEO GAMES IN CANADA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Young adults maintain gaming habits post-pandemic

Gaming becomes a social hub for young adults

Hardware consoles see continued growth and mobile gaming explodes

PROSPECTS AND OPPORTUNITIES

Healthy growth in mobile and online gaming

Growth and innovation in gaming fuels mergers and acquisitions, while first-party releases ensure continued growth in console gaming

Gen Z Canadians see future in virtual reality

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2016-2021

Table 18 Sales of Video Games by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of Video Games: % Value 2017-2021

Table 20 LBN Brand Shares of Video Games: % Value 2018-2021

Table 21 NBO Company Shares of Video Games Hardware: % Value 2017-2021

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2018-2021

Table 23 NBO Company Shares of Video Games Software: % Value 2017-2021

Table 24 Distribution of Video Games by Format: % Value 2016-2021

Table 25 Distribution of Video Games Hardware by Format: % Value 2016-2021

Table 26 □Distribution of Video Games Software by Format: % Value 2016-2021

Table 27 □Distribution of Video Games Software (Physical) by Format: % Value 2016-2021

Table 28 □Distribution of Video Games Software (Digital) by Format: % Value 2016-2021

Table 29 □Forecast Sales of Video Games by Category: Value 2021-2026

Table 30 □Forecast Sales of Video Games by Category: % Value Growth 2021-2026

Toys and Games in Canada

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