

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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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

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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

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