

Traditional Toys and Games in Canada

Market Direction | 2022-09-12 | 18 pages | Euromonitor

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Report description:

Traditional toys and games recorded solid current value growth in 2021 compared to 2020. Even though by the end of the year stores reopened and most pandemic-related restrictions were lifted, Canadians worked from home more than they did in 2020. With the pandemic still in play in 2021 in Canada and many people still working from home, much of the changes in consumer behaviour that were noted in 2020, still lingered in 2021. In fact, many parents did not fully return their children to child care...

Euromonitor International's Traditional 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: 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2022

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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

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Environmental concerns will motivate manufacturers and retailers to adopt sustainable practices and materials in traditional toys

Brand engagement and innovation to evolve further

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