

Brazil Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2022-12-15 | 36 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Brazil Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

Summary

Toys & Games Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles. All market data and forecasts are represented as consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.
- The Brazilian toys & games retail market had total sales of \$2,378.4 million in 2021, representing a compound annual growth rate (CAGR) of 4.7% between 2017 and 2021.
- Other specialist retail account for the largest proportion of sales in the Brazilian toys & games retail market in 2021. Sales through this channel generated \$929.3 million, equivalent to 39.1% of the market's overall value.
- The Brazilian toys & games retail market saw a boost in 2021 owing to the relaxation of pandemic restrictions. The increase in the toy market is primarily driven by the rise in two-earner households and the number of working women nationwide.

Scope

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Brazil
- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil toys & games retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil toys & games retail market by value in 2021?
- What will be the size of the Brazil toys & games retail market in 2026?
- What factors are affecting the strength of competition in the Brazil toys & games retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's toys & games retail market?

Table of Contents:

Table of Contents

- 1 Executive Summary
 - 1.1. Market value
 - 1.2. Market value forecast
 - 1.3. Geography segmentation
 - 1.4. Market rivalry
 - 1.5. Competitive Landscape
- 2 Market Overview
 - 2.1. Market definition
 - 2.2. Market analysis
- 3 Market Data
 - 3.1. Market value
- 4 Market Segmentation
 - 4.1. Geography segmentation
 - 4.2. Market distribution
- 5 Market Outlook
 - 5.1. Market value forecast
- 6 Five Forces Analysis
 - 6.1. Summary
 - 6.2. Buyer power
 - 6.3. Supplier power
 - 6.4. New entrants
 - 6.5. Threat of substitutes
 - 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Who are the leading players?
 - 7.2. What strategies do the leading players follow?
 - 7.3. Are there any other notable players?
 - 7.4. Has there been any recent M&A activity?

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

7.5. What impact is COVID-19 having on the leading players?

8 Company Profiles

8.1. Grupo BIG

8.2. Lojas Americanas SA

8.3. Magazine Luiza SA

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Brazil Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2022-12-15 | 36 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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="2026-02-20"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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