

## **North America Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026**

Industry Report | 2022-12-15 | 50 pages | MarketLine

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### **Report description:**

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

#### Summary

Toys & Games Retail in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 North American toys & games retail market had total sales of \$28,638.0 million in 2021, representing a negative compound annual rate of change (CARC) of 0.9% between 2017 and 2021.
- Online specialists account for the largest proportion of sales in the North American toys & games retail market in 2021. Sales through this channel generated \$8,338.1 million, equivalent to 29.1% of the market's overall value.
- This market saw a boost in 2020, as pandemic-related lockdowns saw parents increasingly purchasing toys and games to keep children entertained. While in 2021, this market declined strongly, it is expected to rebound and grow at a moderate rate in the upcoming years.

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## Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the toys & games retail market in North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in North America
- 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 North America toys & games retail market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the North America toys & games retail market by value in 2021?
- What will be the size of the North America toys & games retail market in 2026?
- What factors are affecting the strength of competition in the North America toys & games retail market?
- How has the market performed over the last five years?
- How large is North America's toys & games retail market in relation to its regional counterparts?

## 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. What strategies do the leading players follow? (cont.)

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- 7.4. What is the rationale for the recent M&A activity?
- 7.5. What impact is COVID-19 having on the leading players?
- 8 Company Profiles
  - 8.1. Mastermind LP
  - 8.2. Amazon.com, Inc.
  - 8.3. Walmart Inc
  - 8.4. Lego AS
  - 8.5. Target Corp
- 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

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