

Global Sports and Outdoor Toys Market Report and Forecast 2023-2028

Market Report | 2023-04-26 | 66 pages | EMR Inc.

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Report description:

Global Sports and Outdoor Toys Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global sports and outdoor toys market reached a value of USD 12,729.5 Million in 2022. Aided by the increasing awareness of the importance of physical activity for children and the rising demand for innovative and engaging toys, the market is expected to grow at a CAGR of 6.60% between 2023 and 2028, to reach a value of USD 18,556.1 Million by 2028.

Sports and outdoor toys include a wide range of products designed to promote physical activity and outdoor play among children, such as balls, frisbees, jump ropes, playground equipment, and trampolines, among others. These toys not only help in the development of essential motor skills and coordination but also encourage social interaction and teamwork.

The global sports and outdoor toys market growth is primarily driven by the increasing awareness of the importance of physical activity for children's overall health and development. The rising prevalence of childhood obesity and the associated health risks have led to a growing emphasis on encouraging children to engage in outdoor play and physical activities, thus boosting the demand for sports and outdoor toys.

Furthermore, the growing demand for innovative and engaging toys that combine entertainment and physical activity has contributed to the increased adoption of sports and outdoor toys. The development of advanced toys with smart features, such as app connectivity, built-in sensors, and interactive gaming elements, has been a significant factor in driving the market growth. Additionally, the increasing focus on sustainability and the need to reduce plastic waste have resulted in the development of eco-friendly sports and outdoor toys made from biodegradable and recyclable materials. The growing adoption of these sustainable toys is expected to create new growth opportunities for the global sports and outdoor toys market during the forecast period.

The advancements in toy design technology and the increasing investment in research and development by market players are also expected to drive the growth of the sports and outdoor toys market. The development of innovative toy designs that are durable, safe, and appealing to children is anticipated to further bolster the sports and outdoor toys market expansion.

With the increasing focus on product differentiation and branding in the toy industry, the demand for customised sports and outdoor toys with unique features, designs, and themes is on the rise. The development of innovative printing techniques and the

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use of digital technology to create eye-catching graphics and designs on toys are expected to drive the sports and outdoor toys market growth during the forecast period.

Market Segmentation

The market can be divided based on age group, distribution channel, and region.

Market Breakup by Age Group

- Less than 5 Years
- Between 5 - 10 Years
- Above 10 Years

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Departmental Stores
- Online Channel
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global sports and outdoor toys companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- The Great Outdoor Toy Company
- Smoby Toys SAS
- Decathlon
- Hasbro, Inc
- Spin Master Corp.
- Spikeball, Inc
- Mattel, Inc.
- The Walt Disney Company
- Melissa & Doug, LLC.
- Victor Toys Manufacturing Co.,Ltd
- Others

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