

Toys and Games in Canada

Market Direction | 2023-05-25 | 31 pages | Euromonitor

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Report description:

2022 was a challenging transition year for toys and games. Pandemic-driven growth rates for most categories in traditional toys and games as well as video games eased back to historical norms as consumers largely returned to pre-pandemic lifestyles and schools were less disrupted as COVID-19 rates declined and governments rolled back COVID-19 safety measures. Consumers were less housebound and demand shifted back to pre-pandemic norms.

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 2018-2022, 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 2027 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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2022 DEVELOPMENTS

Decline in video games sales and supply shortages

Growth in online gaming and subscriptions

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PROSPECTS AND OPPORTUNITIES

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