

Toys and Games in Poland

Market Direction | 2023-05-26 | 29 pages | Euromonitor

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Report description:

In the post-pandemic period, shopping behaviour has returned to greater normality, but amidst the growing threat of high inflation. In 2022, consumers have witnessed substantial increases in the cost of living and subsequently made cutbacks in expenditure, which has impacted toys and games to some extent. The war in Ukraine contributed to the higher rate of inflation in Poland, with the higher price of gas and electricity making production more expensive. Logistics were also disrupted by the war...

Euromonitor International's Toys and Games in Poland 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

Mobile gaming adopted by wider audience in Poland

E-sports development drives interest in video games

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