

Toys and Games in Spain

Market Direction | 2023-05-26 | 33 pages | Euromonitor

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Report description:

Impacted by a strained economic situation and inflation, while the toys and games industry continued growing in 2022, it recorded a slower pace compared to the accelerated growth of 2021. The consistent decline in birth rates continued to significantly impact certain categories, especially in traditional toys and games. The industry stagnated in 2022, with areas such as plush toys, games and puzzles, and construction being the top performers of the period, while scientific/educational toys were...

Euromonitor International's Toys and Games in Spain 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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