

Toys and Games in Sweden

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

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Report description:

2022 was a bumpy year for toys and games in Sweden, with the first two quarters seeing growth followed by declining sales in September and October and then a return to growth over the Christmas period. The strong pandemic-induced growth, as consumers stayed indoors and had limited social interaction, could not be sustained in 2022. However, even though the pandemic is over and life has returned to normal, the role of toys in parenting remains strong. As hybrid working is the new normal, parents...

Euromonitor International's Toys and Games in Sweden 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

Value decline post COVID-19 as consumers prioritise other forms of activity and entertainment

Price increases and activity shift impact static consoles and mobile games, respectively

Microtransactions as a source of revenue

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