

Traditional Toys and Games in Australia

Market Direction | 2023-05-26 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, traditional toys and games in Australia was impacted by high inflation, resulting in increases in unit prices. Inflation changed consumers' behaviour in terms of how much they spent on traditional toys and games, and when and where they chose to make those purchases. Consumers became more conscious about their budget, and limited their spending by choosing mid-priced toys over luxury items. The market showed a preference for toys priced between AUD30 and AUD50, and toy suppliers respond...

Euromonitor International's Traditional Toys and Games in Australia 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Traditional 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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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.

Table of Contents:

Traditional Toys and Games in Australia
Euromonitor International
May 2023

List Of Contents And Tables

TRADITIONAL TOYS AND GAMES IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Changes in consumer behaviour due to high inflation

Social media proves to be an effective way to engage with consumers

The growing demand for educational toys extends beyond STEM

PROSPECTS AND OPPORTUNITIES

Adapting to evolving sales channels involves building an omnichannel strategy

Leveraging the power of nostalgia and fandom to achieve success amongst the growing "kidults" group

The growing importance of sustainability in traditional toys and games

CATEGORY DATA

Table 1 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

TOYS AND GAMES IN AUSTRALIA

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 10 Sales of Toys and Games by Category: Value 2017-2022

Table 11 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 Distribution of Toys and Games by Format: % Value 2017-2022

Table 15 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Traditional Toys and Games in Australia

Market Direction | 2023-05-26 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-08"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com