Toys and Games in South Africa

Market Direction | 2023-10-20 | 32 pages | Euromonitor

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Report description:

Toys and games continued to see strong growth in current value terms in South Africa in 2022, backed by an uptick in economic activity and the easing of COVID-19 control measures. Both traditional toys and games and video games saw slightly stronger growth in current value terms in 2022 compared to 2021. However, this stronger growth was largely due to the effects of inflation rather than an increase in demand. The lingering impact of the pandemic combined with the global impact of Russia's inva...

Euromonitor International's Toys and Games in South Africa 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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