

## **Traditional Toys and Games in South Africa**

Market Direction | 2023-10-20 | 19 pages | Euromonitor

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### **Report description:**

Traditional toys and games saw strong growth in current value terms in 2022. Sales were driven by an increase in footfall in traditional toys and games stores, the partial recovery of household incomes and the increased desire for entertainment at home. While sales across the category were positive in 2022, dolls and accessories was the most dynamic category in current value terms. While various brands of dolls and accessories thrived in 2022, backed by the return of birthday parties, gift givin...

Euromonitor International's Traditional 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: 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2023

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Barbie and Lego remain key features of the competitive landscape

Digital v traditional

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LEGO successfully targeting the whole family with its wide range of products

Digital marketing and e-commerce set to play an increasingly important role in traditional toys and games

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