

North America Toys Market Report and Forecast 2023-2028

Market Report | 2023-10-17 | 170 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

Report description:

North America Toys Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the North America toys market reached a value of USD 11.47 billion in 2022. Aided by the rise in consumer spending, innovations in toy manufacturing, and the integration of technology in play items, the market is projected to further grow at a CAGR of 7% between 2023 and 2028 to reach a value of USD 17.12 billion by 2028. Toys have transcended beyond mere playthings for children. They have evolved into intricate items that stimulate creativity, enhance cognitive abilities, and offer educational insights, all while ensuring entertainment. In North America, with its rich history of toy manufacturing and its reputation as the home for many globally renowned toy companies, the market dynamics have always been robust.

The trajectory of the North America toys market growth is being propelled by a multitude of factors. The ever-growing integration of technology into toys stands at the forefront. Toys integrated with augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are gaining momentum, capturing the interest of not only children but also tech-savvy adults. These tech-infused toys are not merely about digital screens; they focus on amalgamating physical play with digital enhancements, ensuring a holistic play experience.

As per the North America toys market analysis, another pivotal growth driver is the rise in educational or 'edutainment' toys. With increasing awareness about early childhood development and the role of play in it, parents and educators are gravitating towards toys that offer a blend of fun and learning. STEM (Science, Technology, Engineering, Mathematics) toys, which foster skills like problem-solving, creativity, and critical thinking, have been particularly popular in the region.

However, the market isn't solely driven by tech integration or educational attributes. The resurgence of classic and retro toys, driven by parental nostalgia and the quest for simplicity amidst a digital age, is also noticeable and further boosts the North America toys market demand. Board games, construction sets, and action figures, which had once dominated the toy scene, are making a commendable comeback.

The toy industry in North America is also benefiting from the expansive licensing agreements, with movies, TV shows, and popular culture icons. Characters from blockbuster movies or popular TV series are transformed into toys rapidly, satiating the demands of young fans and collectors alike and further increasing the value of the North America toys market size.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Market Segmentation □

The market can be divided based on product, age group, distribution channel, and country.

Market Breakup by Product

- Action Figures
- Building Sets
- Games and Puzzles
- Dolls
- Sports and Outdoor Toys
- Plush
- Others

Market Breakup by Age Group

- Up to 5 Years
- Between 5 to 10 Years
- Above 10 Years

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Departmental Stores
- Online Channels
- Others

Market Breakup by Country

- United States
- Canada

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America toys market. Some of the major players explored in the report by Expert Market Research are as follows:

- MGA Entertainment Inc.
- LEGO System A/S
- Hasbro, Inc.
- Mattel, Inc.
- Tomy Company, Ltd.
- Pop Toy Co.
- Spin Master Ltd.
- Funko, LLC
- Thames & Kosmos, LLC
- NECA/WizKids LLC
- Others

About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 North America
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 North America Toys Market Overview
 - 8.1 North America Toys Historical Market (2018-2022)
 - 8.2 North America Toys Market Forecast (2023-2028)
- 9 North America Toys Market by Product
 - 9.1 Action Figures
 - 9.1.1 Historical Trend (2018-2022)
 - 9.1.2 Forecast Trend (2023-2028)
 - 9.2 Building Sets
 - 9.2.1 Historical Trend (2018-2022)
 - 9.2.2 Forecast Trend (2023-2028)
 - 9.3 Games and Puzzles
 - 9.3.1 Historical Trend (2018-2022)
 - 9.3.2 Forecast Trend (2023-2028)
 - 9.4 Dolls
 - 9.4.1 Historical Trend (2018-2022)
 - 9.4.2 Forecast Trend (2023-2028)
 - 9.5 Sports and Outdoor Toys
 - 9.5.1 Historical Trend (2018-2022)
 - 9.5.2 Forecast Trend (2023-2028)
 - 9.6 Plush
 - 9.6.1 Historical Trend (2018-2022)
 - 9.6.2 Forecast Trend (2023-2028)
 - 9.7 Vehicles
 - 9.7.1 Historical Trend (2018-2022)
 - 9.7.2 Forecast Trend (2023-2028)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 9.7 Others
- 10 North America Toys Market by Age Group
 - 10.1 Up to 5 Years
 - 10.1.1 Historical Trend (2018-2022)
 - 10.1.2 Forecast Trend (2023-2028)
 - 10.2 Between 5 to 10 Years
 - 10.2.1 Historical Trend (2018-2022)
 - 10.2.2 Forecast Trend (2023-2028)
 - 10.3 Above 10 Years
 - 10.3.1 Historical Trend (2018-2022)
 - 10.3.2 Forecast Trend (2023-2028)
- 11 North America Toys Market by Distribution Channel
 - 11.1 Hypermarkets and Supermarkets
 - 11.1.1 Historical Trend (2018-2022)
 - 11.1.2 Forecast Trend (2023-2028)
 - 11.2 Speciality Stores
 - 11.2.1 Historical Trend (2018-2022)
 - 11.2.2 Forecast Trend (2023-2028)
 - 11.3 Online Channels
 - 11.3.1 Historical Trend (2018-2022)
 - 11.3.2 Forecast Trend (2023-2028)
 - 11.4 Others
- 12 North America Toys Market by Country
 - 12.1 United States
 - 12.1.1 Historical Trend (2018-2022)
 - 12.1.2 Forecast Trend (2023-2028)
 - 12.2 Canada
 - 12.2.1 Historical Trend (2018-2022)
 - 12.2.2 Forecast Trend (2023-2028)
- 13 Market Dynamics
 - 13.1 SWOT Analysis
 - 13.1.1 Strengths
 - 13.1.2 Weaknesses
 - 13.1.3 Opportunities
 - 13.1.4 Threats
 - 13.2 Porter's Five Forces Analysis
 - 13.2.1 Supplier's Power
 - 13.2.2 Buyer's Power
 - 13.2.3 Threat of New Entrants
 - 13.2.4 Degree of Rivalry
 - 13.2.5 Threat of Substitutes
 - 13.3 Key Indicators for Demand
 - 13.4 Key Indicators for Price
- 14 Trade Data Analysis
 - 14.1 Major Exporting Countries
 - 14.1.1 By Value
 - 14.1.2 By Volume

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 14.2 Major Importing Countries
 - 14.2.1 By Value
 - 14.2.2 By Volume
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 MGA Entertainment Inc
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 LEGO System A/S
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Hasbro, Inc.
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Mattel, Inc
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Tomy Company, Ltd.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 Pop Toy Co.
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Spin Master Ltd.
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Funko, LLC
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
 - 15.2.9 Thames & Kosmos, LLC.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 15.2.9.1 Company Overview
- 15.2.9.2 Product Portfolio
- 15.2.9.3 Demographic Reach and Achievements
- 15.2.9.4 Certifications
- 15.2.10 NECA/WizKids LLC
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
- 15.2.11 Others
- 16 Key Trends and Developments in the Market
 - List of Key Figures and Tables
 - 1. North America Toys Market: Key Industry Highlights, 2018 and 2028
 - 2. North America Toys Historical Market: Breakup by Product (USD Million), 2018-2022
 - 3. North America Toys Market Forecast: Breakup by Product (USD Million), 2023-2028
 - 4. North America Toys Historical Market: Breakup by Age Group (USD Million), 2018-2022
 - 5. North America Toys Market Forecast: Breakup by Age Group (USD Million), 2023-2028
 - 6. North America Toys Historical Market: Breakup by Distribution Channel (USD Million), 2018-2022
 - 7. North America Toys Market Forecast: Breakup by Distribution Channel (USD Million), 2023-2028
 - 8. North America Toys Historical Market: Breakup by Country (USD Million), 2018-2022
 - 9. North America Toys Market Forecast: Breakup by Country (USD Million), 2023-2028
 - 10. Major Exporting Countries by Value
 - 11. Major Importing Countries by Value
 - 12. Major Exporting Countries by Volume
 - 13. Major Exporting Countries by Volume
 - 14. North America Toys Market Structure

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

North America Toys Market Report and Forecast 2023-2028

Market Report | 2023-10-17 | 170 pages | EMR Inc.

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 License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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="2025-05-05"/>
		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