

Europe Toys Market Report and Forecast 2023-2028

Market Report | 2023-10-17 | 172 pages | EMR Inc.

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Report description:

Europe Toys Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Europe toys market reached a value of USD 13.75 billion in 2022. Aided by the changing dynamics of play patterns, evolving parental perceptions towards educational toys, and technological advancements, the market is projected to further grow at a CAGR of 2.70% between 2023 and 2028 to reach a value of USD 16.12 billion by 2028.

Toys, an integral part of children's development and entertainment, have seen a metamorphosis in Europe. Traditional dolls and action figures still hold a significant share, yet there's an undeniable shift towards toys that blend learning with fun. The region, with its rich history of toy-making and a keen focus on education, stands as a prime mover in this transformation.

The evolving consumer demand in Europe, particularly the emphasis on STEM (Science, Technology, Engineering, and Math) toys, has propelled Europe toys market growth. Parents, informed and aware, are increasingly inclined towards toys that promise cognitive development, critical thinking, and problem-solving skills. This trend aligns seamlessly with Europe's broader educational objectives, further reinforcing the market's trajectory.

Moreover, technological integration in toys has been a game-changer. From AR-powered board games to interactive robots, the toy industry in Europe is at the forefront of innovation. As per the Europe toys market analysis, the nexus between technology and play has not only made toys more engaging but has also expanded their age demographic, with many adults indulging in 'smart toys' both for nostalgia and recreation.

Additionally, the resurgence of board games, catalysed by the need for 'screen-free' family time, has lent impetus to the market. Board games, once perceived as old-fashioned, have made a dramatic comeback, buoyed by innovative gameplay mechanisms and themes.

The eco-conscious European consumer has also steered the Europe toys market demand in a sustainable direction. With increasing concerns over plastic waste and its environmental ramifications, there's been a pronounced shift towards toys made of sustainable materials. Wooden toys, bioplastics, and toys with eco-friendly packaging have seen a surge in demand, with many European toy manufacturers championing 'green' initiatives.

The licensing sector, too, plays a pivotal role in increasing the Europe toys market size. Popular movie franchises, television

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shows, and digital gaming characters have found their way into the toy segment, driving sales through character merchandise.

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

- Germany
- United Kingdom
- France
- Italy
- Spain

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 Europe toys market. Some of the major players explored in the report by Expert Market Research are as follows:

- LEGO System A/S
- Hasbro, Inc.
- Mattel, Inc.
- Clementoni Spa
- The Goliath Games LLC and B.V Companies
- Ravensburger Group
- Thames & Kosmos
- BRUDER Spielwaren GmbH + Co. KG
- Abyse Corp
- Steiff Retail GmbH
- Others

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