

## **South Africa Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-13 | 36 pages | MarketLine

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### **Report description:**

South Africa Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Toys & Games Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The South African toys & games market had total revenues of \$242.6 million in 2022, representing a compound annual growth rate (CAGR) of 6.2% between 2017 and 2022.
- According to in-house research, the total population of the country in 2022 stood at 60.6 million.
- According to MarketLine figures, the birth rates in the country were around 18 per 1000 births in 2021 and 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in South Africa

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- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa toys & games retail market with five year forecasts

#### Reasons to Buy

- What was the size of the South Africa toys & games retail market by value in 2022?
- What will be the size of the South Africa toys & games retail market in 2027?
- What factors are affecting the strength of competition in the South Africa toys & games retail market?
- How has the market performed over the last five years?
- Who are the top competitors in South Africa's toys & games retail market?

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