

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

Industry Report | 2023-10-13 | 45 pages | MarketLine

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Report description:

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

Summary

Toys & Games Retail in Europe industry profile provides top-line qualitative and quantitative summary information including: 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 European toys & games market had total revenues of \$27,288.2 million in 2022, representing a compound annual growth rate (CAGR) of 3.2% between 2017 and 2022.
- The growth in the number of online shoppers in Europe, particularly in countries like Turkey, the UK, and Germany, has driven the toy market. Online platforms have become a viable and affordable substitute for traditional marketing and sales techniques.
- The UK market is the largest in this region, accounting for 20.6% of its total value in 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 Europe
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail

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market in Europe

- 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 Europe toys & games retail market with five year forecasts

Reasons to Buy

- What was the size of the Europe toys & games retail market by value in 2022?
- What will be the size of the Europe toys & games retail market in 2027?
- What factors are affecting the strength of competition in the Europe toys & games retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Europe's toys & games retail market?

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