

## **Toys and Games in Mexico**

Market Direction | 2024-05-16 | 32 pages | Euromonitor

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### **Report description:**

In 2023, the performance of toys and games in Mexico was significantly influenced by the first full year of the reopening of society. This saw Mexican consumers return fully to out-of-home work and social lifestyles, getting together with friends and family on a more regular basis. Thus, the drivers that made consumers buy toys and games during Coronavirus (COVID-19) pandemic lockdowns and home seclusion continued, but slowed. The play habits of the pandemic lingered, providing a residual demand...

Euromonitor International's Toys and Games in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the 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 reliable information resources to help drive informed strategic planning.

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Mobile gaming cannibalises hand-held consoles

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