

Toys and Games in Spain

Market Direction | 2024-05-16 | 34 pages | Euromonitor

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Report description:

Toys and games in Spain faced significant challenges in 2023 due to demographic shifts, economic downturn and changing consumer behaviours. Economic uncertainty continued to impact retail performance in the country in light of rising interest rates and inflation; at the same time, as local consumers spent more on their homes they allocated less for toys and games - a scenario compounded by increased price sensitivity and the tendency to prioritise other more essential goods.

Euromonitor International's Toys and Games in Spain 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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DISCLAIMER

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TRADITIONAL TOYS AND GAMES IN SPAIN

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Kidult trend continues to support category sales in 2023
Content creation as a strong strategy amid declining sales, while Mattel maintains overall lead
Price takes precedence, and inclusive toys are on the rise

PROSPECTS AND OPPORTUNITIES

Further regulation expected on safety and sustainability, as kidult trend will continue to rise
The forecast period will witness more licences and collaborations between brands, and players will increase investment in sustainability
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KEY DATA FINDINGS

2023 DEVELOPMENTS

PlayStation 5 drives up sales for static consoles in 2023

Competitive landscape remains stable with Nintendo still on top

AR/VR headsets sees successful launches despite declining trend

PROSPECTS AND OPPORTUNITIES

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