

Toys and Games in the Philippines

Market Direction | 2024-05-16 | 30 pages | Euromonitor

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Report description:

Toys and games in the Philippines saw steady growth in current value terms in 2023, albeit growth was more stable compared to the dynamism of the previous two years. Several factors shaped consumer purchasing behaviour and market trends in 2023. First, high inflation prompted many Filipinos to exercise greater caution in their discretionary spending, which resulted in many families allocating less of their budget to toys and games, with this impacting the overall demand for these products. Also,...

Euromonitor International's Toys and Games in Philippines 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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