

Toys and Games in the United Arab Emirates

Market Direction | 2024-05-17 | 31 pages | Euromonitor

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Report description:

In 2023, toys and games in the United Arab Emirates continued to experience a significant transformation, shaped by evolving consumer preferences, technological innovations, and socioeconomic factors. Prior to the review period, the share of traditional toys and games within the local industry was more on a par with that of video games, but the latter has gained significant sales growth, especially since the pandemic. This surge in popularity can be attributed to various factors, including the i...

Euromonitor International's Toys and Games in United Arab Emirates 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.

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