

Toys and Games in the United Kingdom

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

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Report description:

Toy and games in the UK recorded solid current value growth in 2023. Value growth for traditional toys and games was higher than the previous year, while video games returned to its positive trajectory following a marginal downturn in 2022 as demand stabilised post-pandemic. Plush and dress-up and role play remained dynamic performers within traditional toys and games, with plush particularly benefiting from the fact that this category appeals to both adults and children. Scientific/educational...

Euromonitor International's Toys and Games in United Kingdom 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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TRADITIONAL TOYS AND GAMES IN THE UNITED KINGDOM

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2023 DEVELOPMENTS

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Digitalisation continues to contribute to declines for some video game formats

Sony regains leadership from Nintendo in static console volumes

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