

## **Traditional Toys and Games in Australia**

Market Direction | 2024-05-16 | 20 pages | Euromonitor

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### **Report description:**

Value sales of traditional toys and games in Australia experienced a double-digit decline in 2023, as high inflation and interest rates notably impacted the cost of living. This resulted in low consumer confidence as many Australians attempted to save money by reducing non-discretionary purchases, with toys among the most impacted. Many consumers also looked to more cost-friendly alternatives and avoided buying products with premium prices. This was reflected in the significant double-digit decl...

Euromonitor International's Traditional Toys and Games in Australia 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

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

### **Why buy this report?**

- \* Get a detailed picture of the Traditional 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

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Traditional Toys and Games in Australia  
Euromonitor International  
May 2024

List Of Contents And Tables

### **TRADITIONAL TOYS AND GAMES IN AUSTRALIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

High inflation and interest rates translate to double-digit declines for traditional toys and games in Australia

Mattel makes gains through new films and related content

Hypermarkets remains the go-to distribution channel despite pandemic shift online

#### **PROSPECTS AND OPPORTUNITIES**

Full sales recovery unlikely over forecast period due to severity of 2023's declines

Diversity and inclusion are important factors when purchasing toys

Kidults to remain the biggest growth driver in the category

#### **CATEGORY DATA**

Table 1 Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

### **TOYS AND GAMES IN AUSTRALIA**

#### **EXECUTIVE SUMMARY**

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

#### **MARKET DATA**

Table 10 Sales of Toys and Games by Category: Value 2018-2023

Table 11 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 13 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 14 Distribution of Toys and Games by Format: % Value 2018-2023

Table 15 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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#### **SOURCES**

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