

Traditional Toys and Games in Mexico

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

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Report description:

Following the Coronavirus (COVID-19) slump in overall retail value sales, traditional toys and games in Mexico continued to see positive growth in 2023. However, inflationary pressure on prices informed a strong overall retail current value increase, with growth at constant 2023 prices more moderate than at the start of the immediate recovery from the pandemic in 2021. The easing of COVID-19 restrictions and a more stable economic environment improved the demand for new traditional toys and game...

Euromonitor International's Traditional Toys and Games in Mexico 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.

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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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