

## **Traditional Toys and Games in the United Arab Emirates**

Market Direction | 2024-05-17 | 18 pages | Euromonitor

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### **Report description:**

In 2023, traditional toys and games in the United Arab Emirates recorded significant value growth, driven by several key factors. Products incorporating advanced technologies such as artificial intelligence (AI) and catering for the rising demand for interactive play experienced rapid expansion. Additionally, the "kidults" trend gained momentum, leading to increased sales of nostalgic and collectors' items.

Euromonitor International's Traditional 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: 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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