

## **Toys and Games in Sweden**

Market Direction | 2024-06-06 | 31 pages | Euromonitor

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### **Report description:**

STEM (science, technology, engineering and maths) toys remained highly popular within traditional toys and games in Sweden in 2023. This surge in popularity has been driven by parents seeking educational alternatives to screen time. Integration of artificial intelligence (AI) is also transforming toys and games by offering interactive and personalised play. Many of these AI-powered toys and games are both educational and entertaining and are thus appealing to modern parents.

Euromonitor International's Toys and Games in Sweden 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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## 2023 DEVELOPMENTS

New product launches boost growth in video games in 2023

Microsoft given approval to acquire video games giant Activision Blizzard

New launches fuel online sales of video games

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