

Traditional Toys and Games in Sweden

Market Direction | 2024-06-06 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Traditional toys and games continued to see steady growth in current value terms in 2023 with consumers remaining willing to invest in gifts and treats for their children despite the challenging economic situation. When it came to the purchasing decision many parents continued to prioritise toys made from sustainable, non-toxic, and recyclable materials. This shift is being driven by a growing awareness of environmental issues and a desire to reduce plastic waste. Many toy manufacturers are resp...

Euromonitor International's Traditional 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: 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Traditional Toys and Games in Sweden

Euromonitor International

June 2024

List Of Contents And Tables

TRADITIONAL TOYS AND GAMES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sustainability a growing concern for parents when choosing traditional toys and games

LEGO cements its lead despite inflationary pressures

Consumers under growing pressure to shop online as they look to save time and money

PROSPECTS AND OPPORTUNITIES

Sustainability and AI likely to influence demand and new product development

LEGO set to build on its strong base

Educational and STEM traditional toys and games set to remain on an upward path

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 SWEDEN

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

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Traditional Toys and Games in Sweden

Market Direction | 2024-06-06 | 18 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com