

## **Toys and Games in Germany**

Market Direction | 2024-06-10 | 32 pages | Euromonitor

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### **Report description:**

Value sales of overall toys and games in Germany recorded marginally faster growth in 2023 compared to the previous year, driven by video games hardware. This was in contrast to traditional toys and games, which, for the second consecutive year, experienced declining sales in a post-pandemic scenario. On the other hand, video games benefited from an uptick in purchases of PlayStation 5, in addition to digital video games software.

Euromonitor International's Toys and Games in Germany 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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Euromonitor International  
June 2024

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## 2023 DEVELOPMENTS

Console games as main growth driver of video games in 2023

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PlayStation 5 and Xbox Series are booming, while Nintendo Switch struggles

## PROSPECTS AND OPPORTUNITIES

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