

## **Toys and Games in South Africa**

Market Direction | 2024-06-17 | 31 pages | Euromonitor

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### **Report description:**

In 2023, South Africa continued to experience high inflation, coupled with interest rate hikes, and constant power outages, which resulted in tough economic conditions and the erosion of consumers' disposable incomes. This resulted in the costs of basic goods and services such as food and energy increasing, thus preventing more significant spending on toys and games. Both traditional toys and games and video games did, however, see consistent growth in current value terms. Nevertheless, this gro...

Euromonitor International's Toys and Games in South Africa 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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PlayStation 5 and Xbox Series X drive sales of video games

Xbox Game Pass family plan launches in South Africa

Online games and subscriptions continues to perform well

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