

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

Market Direction | 2024-06-17 | 19 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 in South Africa saw continued strong growth in retail current value terms in 2023. Although South Africa was plagued with economic pressures such as high inflation and the continued burden of nationwide power outages, parents continued to buy toys and games for their children for special events such as birthdays and Christmas. The "kidult" trend (the enjoyment of toys and games by adults) also resulted in strong growth within the construction category, as many Millenni...

Euromonitor International's Traditional 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: 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Traditional Toys and Games in South Africa  
Euromonitor International  
June 2024

List Of Contents And Tables

### **TRADITIONAL TOYS AND GAMES IN SOUTH AFRICA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Another year of solid value growth for traditional toys and games

Competitive landscape led by three players

Stores continue to focus on omnichannel strategies

#### **PROSPECTS AND OPPORTUNITIES**

Toy companies eye film releases to boost demand

Cape Town toy factory turns old milk bottles into toys

#### **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 SOUTH AFRICA**

#### **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**

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Traditional Toys and Games in South Africa

Market Direction | 2024-06-17 | 19 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@scotts-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@scotts-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="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com