

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

Market Direction | 2024-06-17 | 19 pages | Euromonitor

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### **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.

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reliable information resources to help drive informed strategic planning.

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