

Toys & Games Retail in Brazil

Industry Report | 2024-08-16 | 35 pages | MarketLine

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Report description:

Toys & Games Retail in Brazil

Summary

Toys & Games Retail in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The Brazilian toys & games retail market recorded revenues of \$2,854.2 million in 2023, representing a negative compound annual growth rate (CAGR) of 0.7% between 2018 and 2023.
- Value, discount, and variety stores and general merchandise retail account for the largest proportion of sales in the Brazilian toys & games market in 2023, sales through this channel generated \$667.0 million, equivalent to 23.4% of the market's overall value.
- The Brazilian toys & games retail market held 58.2% of the market share in the South American region in 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the toys & games retail market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Brazil

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- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil toys & games retail market with five year forecasts

Reasons to Buy

- What was the size of the Brazil toys & games retail market by value in 2023?
- What will be the size of the Brazil toys & games retail market in 2028?
- What factors are affecting the strength of competition in the Brazil toys & games retail market?
- How has the market performed over the last five years?
- How large is Brazil's toys & games retail market in relation to its regional counterparts?

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