

Toys & Games Retail in Germany

Industry Report | 2024-08-16 | 39 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Toys & Games Retail in Germany

Summary

Toys & Games Retail in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 German toys & games retail market recorded revenues of \$5,021.2 million in 2023, representing a compound annual growth rate (CAGR) of 5.7% between 2018 and 2023.
- Online specialists account for the largest proportion of sales in the German toys & games retail market in 2023, sales through this channel generated \$1,482.5 million, equivalent to 29.5% of the market's overall value.
- The German toys & games retail market held 19.3% of the market share in the European region in 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Germany
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Germany
- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Add weight to presentations and pitches by understanding the future growth prospects of the Germany toys & games retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Germany toys & games retail market by value in 2023?
- What will be the size of the Germany toys & games retail market in 2028?
- What factors are affecting the strength of competition in the Germany toys & games retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Germany's toys & games retail market?

Table of Contents:

- Table of Contents
- 1 Executive Summary
 - 1.1. Market value
 - 1.2. Market value forecast
 - 1.3. Geography segmentation
 - 1.4. Market rivalry
 - 1.5. Competitive landscape
- 2 Market Overview
 - 2.1. Market definition
 - 2.2. Market analysis
- 3 Market Data
 - 3.1. Market value
- 4 Market Segmentation
 - 4.1. Geography segmentation
 - 4.2. Market distribution
- 5 Market Outlook
 - 5.1. Market value forecast
- 6 Five Forces Analysis
 - 6.1. Summary
 - 6.2. Buyer power
 - 6.3. Supplier power
 - 6.4. New entrants
 - 6.5. Threat of substitutes
 - 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Who are the leading players?
 - 7.2. What strategies do the leading players follow?
 - 7.3. What are the strengths of the leading players?
 - 7.4. What are the recent trends in this market?
- 8 Company Profiles
 - 8.1. Amazon.com, Inc.
 - 8.2. Lego AS
 - 8.3. myToys.de GmbH
 - 8.4. Smyths Toys Ltd
- 9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Toys & Games Retail in Germany

Industry Report | 2024-08-16 | 39 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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="2026-02-06"/>
		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