

Toys and Games in France

Market Direction | 2024-05-16 | 34 pages | Euromonitor

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Report description:

Sales of toys and games in France managed to achieve small positive value growth in 2023, supported by a strong performance in video games offsetting the ongoing slump in traditional toys and games. Traditional toys and games continues to struggle in light of inflationary pressures, with consumers restricting their non-essential spending. That said, within traditional toys and games, construction toys continue to display an element of resilience, such as seen with the iconic Lego (LEGO France SA...

Euromonitor International's Toys and Games in France 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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DISCLAIMER

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TRADITIONAL TOYS AND GAMES IN FRANCE

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Players and retailers adapt their strategies to meet evolving consumer dynamics

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VIDEO GAMES IN FRANCE

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Rebound of video games hardware boosts overall category sales

Balance of e-commerce and in-store sales for hardware, with click-and-collect options popular

Software offers mixed results, depending on the games platform

PROSPECTS AND OPPORTUNITIES

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