

## **Toys & Games Retail in Brazil**

Industry Report | 2025-10-16 | 30 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 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- 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 \$2,861.8 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.5% between 2019 and 2024.
- Value, discount and variety stores and general merchandise retail account for the largest proportion of sales in the Brazilian toys & games retail market in 2024, sales through this channel generated \$663.4 million, equivalent to 23.2% of the market's overall value.
- Brazil accounted for a share of 60.9% of the South American toys & games retail market in 2024.

#### 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 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 2024?
- What will be the size of the Brazil toys & games retail market in 2029?
- 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?
- What are the main segments that make up Brazil's toys & games retail market?

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