

**Toys & Games Retail in Brazil**

Industry Report | 2025-10-16 | 30 pages | MarketLine

**AVAILABLE LICENSES:**

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

**Report description:**

Toys &amp; 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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- 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?

## 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 are the recent trends in the market?
8 Company Profiles
8.1. Lojas Americanas SA
8.2. Ri Happy Brinquedos Ltda.
8.3. Magazine Luiza SA
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](http://www.scotts-international.com)

**Toys & Games Retail in Brazil**

Industry Report | 2025-10-16 | 30 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="2026-02-07"/>
		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](http://www.scotts-international.com)