

Global Traditional Toys and Games Market to Surpass US\$ 138.61 Billion by 2025

Global Traditional Toys and Games Market to Surpass US\$ 138.61 Billion by 2025, Buoyed by Increasing Sales in Emerging Economies

SEATTLE, WASHINGTON, UNITED STATES, January 25, 2018 /EINPresswire.com/ -- The Global [Traditional Toys and Games Market](#) was valued at US\$ 91.54 billion in 2016 and is projected to reach US\$ 138.61 billion by 2025, exhibiting a CAGR of 4.84% during the forecast period, according to the Traditional Toys and Games Market Report, by Product Type (Educational Toys, Card Games, Stuffed Toys, Outdoor and Sports Toys, and Others), by Distribution Channel (Supermarkets, Hypermarkets, Online, and Others), and by Age Demographic (0 to 18 months, 19 to 36 months, 3 to 4 years, and Others), published by Coherent Market Insights. The presence of a young demographic in India and China is expected to bolster market growth in these countries. According to Government of India source, up to 30% of the populace in India is below the age of 14 during 2016.



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Key Trends and Analysis of the Traditional Toys and Games Market:

Among product types, the construction sets segment and outdoor and sports toys segment are expected to witness high growth over the forecast period. Puzzles and board games segment is expected to witness slow growth due to threat from substitutes such as video games and mobile games. Whereas, the stuffed toys segment is projected to exhibit lowest growth.

Among distribution channels, the online segment is gaining significant traction and is decreasing sales from brick and mortar toy stores. Major toy retailer Toys "R" Us Inc. was filed for bankruptcy in September, 2017. This was attributed to falling sales over multiple years due to increased competition from online stores.

Licensed toys and games are a major source of income for the traditional toys and games industry. The establishment of brands through the entertainment industry promises assured returns for licensed toys. For instance, Hasbro Inc. has licenses with The Walt Disney Company for sales of Star Wars and Disney Princesses toys, and with video game developer—Rovio for sales of the company's Angry Birds toys.

Key Takeaways of the Market

In Europe, maximum revenue is generated from toy markets in countries such as the U.K., Germany, France, and Italy. Growth in these countries is stagnating as a result of low birth rate in

the region. According to World Bank sources, population growth rate in Europe for 2016 was a measly 0.4%, as compared to the world average of 1.2%. Manufacturers in Europe are increasingly tapping into the high growth markets of Latin America and Asia Pacific. Denmark based LEGO Group received the highest revenue from its Asia Pacific division.

North America held a market share of around 31%. The U.S. leads the world in per capita spending on traditional toys and games. According to the International Council of Toy Industries, in 2015, consumers in the U.S. spent US\$ 482 per capita on traditional toys and games. The U.S. is the world's largest importer of traditional toys and games and accounted for around 35% total imports in 2016, according to UN COMTRADE sources.

Falling margins and increasing competition from digital media has led to depleting sales in mature markets. Companies are increasingly adopting unconventional methods to capture consumer attention. For instance, in 2014, LEGO launched The Lego Movie, which enhanced visibility of the company around the world. Similarly, in 2017, Hasbro announced a collaboration with Netflix, for an animated original series on the streaming service.

To know the latest trends and insights prevalent in this market, click the link below:

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Browse 200 market data tables* and 120 figures* on "Traditional Toys and Games Market" - Global forecast to 2025.

Major players operating in the global traditional toys and games market include Dream International Limited, Hasbro, Inc., Mattel, Inc., Funskool Limited, Lego A/S, Jakks Pacific Inc., Tomy Co. Ltd., LeapFrog Enterprises Inc., Spin Master Corp., and Bandai Namco Holdings Inc.

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