

Playing Cards and Board Games Market Size, Demand, Trends, Top Companies, Growth Drivers and Forecast 2023-2028

According to IMARC Group, Playing Cards and Board Games Market Report by Product (Playing Cards, Boarding Games), Distribution Channel (Offline, Online), Region

BROOKLYN, NY, USA, November 2, 2023 /EINPresswire.com/ -- IMARC Group has recently released a new research study titled "Playing Cards and Board Games Market Report by Product (Playing Cards, Boarding Games), Distribution Channel (Offline, Online), and Region 2023-2028", offers a detailed analysis of the market drivers, segmentation, growth opportunities, trends and competitive landscape to understand the current and future market scenarios.



How big is the playing cards and board games market?

The global playing cards and board games market size reached US\$ 16.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 27.9 Billion by 2028, exhibiting a growth rate (CAGR) of 8.6% during 2023-2028.

Industry Overview:

Playing cards and board games are forms of entertainment that involve strategy, skill, luck, or a combination of these elements. Playing cards are typically made of paper or plastic and come in sets with suits and values, used in a variety of games like poker, bridge, and solitaire. Board games, on the other hand, usually consist of a board and various pieces, dice, or cards that players manipulate according to a set of rules. Examples include chess, monopoly, and scrabble. Both playing cards and board games are used for social interaction, education, and mental

stimulation. They can be played in casual settings among family and friends, or competitively in tournaments.

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Playing Cards and Board Games Market Demand, Trends and Growth Drivers:

Significant technological integration represents one of the key factors driving the growth of the market across the globe. The development of digital versions and apps related to traditional games is opening new avenues for revenue, which is extending the market to online platforms. Classic board games and card games have an element of nostalgia, thus making them popular among adults who played them as children.

Collaboration between game developers and popular franchises or influencers boosts sales by attracting fans. Organized tournaments and competitive leagues for certain games add an extra layer of engagement and offer opportunities for monetization through sponsorships and merchandise.

Advances in design, quality of materials, and game mechanics help in attracting a more discerning audience willing to pay a premium for better experiences. The relatively low cost and easy availability of many card and board games make them accessible to a wide audience, which is boosting the market reach.

What Is Included In Market Segmentation?

The report has segmented the market into the following categories

Breakup by Product:

- Playing Cards
- Boarding Games
- Chess
- Scrabble
- Monopoly
- Ludo
- Others

Breakup by Distribution Channel:

- Offline
- Online

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape with Key Players:

Playing Cards and Board Games Companies Covered:

- Boda Games
- Buffalo Games
- Grey Fox Games
- NECA/WizKids LLC
- University Games Corporation

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Key Highlights of the Report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials,

pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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