

Global doll, toy, and game Market Forecast 2023-2032 – Market Size, Drivers, Trends, And Competitors

The Business Research Company's Doll, Toy, And Game Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, December 1, 2023 /EINPresswire.com/ -- The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032



The aesthetic services market is expected to reach \$23.87 billion in 2027 at a CAGR of 7.3%.”

The Business Research Company

The [global doll, toy, and game market](#) is poised for substantial growth, escalating from \$119.17 billion in 2022 to \$129.91 billion in 2023, with a notable compound annual growth rate (CAGR) of 9.0%. This upward trajectory is projected to continue, reaching a market size of \$178.9 billion in 2027, sustaining a CAGR of 8.3%. The industry's anticipated expansion is underpinned by factors such as

economic growth, technological integration, and innovative product offerings.

[Economic Growth Driving Market Dynamics](#)

1. Economic Outlook: The doll, toy, and game manufacturing market are expected to benefit from the steady economic growth forecasted for developed and developing countries.
2. Global GDP Growth: The International Monetary Fund (IMF) reported global GDP growth of 3.3% in 2020 and 3.4% in 2021, indicating a positive economic environment.
3. Commodity Prices: Recovering commodity prices are poised to play a significant role in driving economic growth, positively impacting public and private investments, joint ventures, and foreign direct investments.
4. Regional Dynamics: The US economy is expected to register stable growth, while emerging markets are likely to outpace developed markets, driving market expansion.

Technological Integration: NFC Reshaping the Industry

1. NFC Technology Integration: Near Field Communication (NFC) technology is increasingly integrated with toys and games to enhance interaction and engagement.
2. Wireless Connectivity: NFC enables wireless connectivity within a 4 cm radius, facilitating seamless interaction between devices such as game controllers, consoles, physical toys, and

cards.

3. Product Examples: Notable examples include Mattel's Hot Wheels id, allowing kids to race NFC-enabled cars on a smart track, and Sphero and Anki Drive offering NFC-enabled cars.

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Market Segmentation and Dominant Regions

1. Market Segmentation:

- Type: Electronic Toys, Non-Electronic Toys
- Distribution Channel: Departmental Stores, Online, Other Distribution Channels
- Product Type: Games and Puzzles, Infant and Pre-School Toys, Construction Toys, Dolls and Accessories, Video Games, Other Product Types
- Material: Plastics, Wood, Metal, Other Materials

2. Regional Dominance: In 2022, Asia-Pacific emerged as the largest region in the doll, toy, and game market, showcasing the region's prominence and influence.

Read More On The doll, toy, and game Global Market Report At:

<https://www.thebusinessresearchcompany.com/report/doll-toy-and-game-global-market-report>

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Global Doll, Toy, And Game Market

Expected Growth Rate Through 2027
8.3%

Expected Market Size By 2027
\$178.9 Bn

Steady economic growth is the main driver of the market

Asia-Pacific is the largest region in the market

Information sourced from The Business Research Company
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