

Toys and Games Market Size 2024: Share Insights, Future Demand and Forecast till 2032

Growing popularity of pop culture which is creating a high demand for limited edition character merchandise is expected to drive toys & games market growth

VANCOUVER, BRITISH COLUMBIA, CANADA, June 17, 2024

/EINPresswire.com/ -- The global [Toys and Games Market](#) size was USD 308.12 Billion in 2022 and is expected to register a revenue CAGR of 4.7% during the forecast period, according to the latest analysis by Emergen

Research. Environmentally friendly toys, often referred to as 'green toys,' are gaining popularity among consumers. Companies are also embracing environmental consciousness and are now producing and packaging their products with sustainability in mind. In addition, celebrities are entering strategic partnerships to launch their product lines. Consumers are actively searching for products that encompass a broader range of life experiences and abilities. In response to this demand, toy manufacturers are making efforts to create items that cater to diverse backgrounds, genders, and physical or cognitive capabilities. For example, dolls and action figures are now offered in various ethnicities and with different abilities, allowing children to connect with characters who reflect their backgrounds.

The global toys and games market is a vibrant and evolving sector that caters to a wide demographic, from infants to adults. This market encompasses a diverse range of products including traditional toys, board games, puzzles, educational toys, video games, and outdoor play equipment. With an ever-growing array of options, the market is driven by constant innovation and the shifting preferences of consumers. The integration of technology into toys and the increasing popularity of digital and interactive games are reshaping the landscape, making it more dynamic than ever before. Major players in the market include companies like LEGO, Mattel, Hasbro, Nintendo, and Sony, each of which continues to innovate to capture consumer interest. As the industry adapts to technological advancements and changes in consumer behavior, the toys and games market is expected to maintain robust growth.



In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the Toys and Games market. Also, to arrive at an accurate and unbiased market forecast, data collected from secondary research sources have been analyzed and validated through primaries.

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Key Toys and Games Market participants include Playmates Toys Limited, Clementoni Spa, Konami Digital Entertainment, Jakks Pacific, Inc., Sanrio Co., Ltd., Thames & Kosmos, LLC., Bandai Namco Holdings USA Inc., Ubisoft Entertainment, Dream International Limited, MGA Entertainment, LeapFrog Enterprises, Inc., Vivid Imaginations UK, Funko, Nintendo of America Inc., and Activision Publishing, Inc. among others.

Key inclusions of the Toys and Games Market report:

COVID-19 effects on growth figures.

Statistical analysis pertaining to market size, sales volume, and overall industry revenue.

Organized mentions of major market trends.

Growth opportunities.

Figures showcasing market growth rate.

Advantages and disadvantages of direct and indirect sales channels.

Insights regarding traders, distributors, and dealers present in the industry.

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Market Drivers

Several factors are driving the expansion of the toys and games market. One of the most significant drivers is the rising disposable income and urbanization, particularly in emerging economies. As families have more disposable income, spending on entertainment and educational products like toys and games has increased. This is particularly evident in countries like China and India, where the growing middle class is boosting demand for a wide variety of toys and games. Urbanization also leads to more concentrated living, where toys and games become essential for indoor entertainment and education.

The increasing demand for educational and developmental toys is another key driver. Parents are increasingly seeking toys that provide learning and developmental benefits, not just entertainment. This trend is supported by a growing body of research emphasizing the importance of play in child development. Toys that promote cognitive, social, and motor skills are in high demand, as are STEM (Science, Technology, Engineering, and Mathematics) toys that encourage interest in these fields from a young age. Companies are responding by developing a wide range of educational products that combine play with learning.

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The Toys and Games Market research study of historical, current, and forecast estimations for each sector, segment, sub-segment, and regions. The new report is updated with the impact of the COVID-19 pandemic on the Toys and Games Market .

Emergen Research has segmented the global toys and games market on the basis of type, function, price range, material, distribution channel, and region:

Toys and Games Product Type Insights: Revenue, USD Billion; 2019-2032)

- Dolls and Action Figures
- Board Games
- Puzzles
- Outdoor and Sports Toys
- Electronic and Video Games
- Construction Toys
- Plush Toys
- Educational Toys
- Others

Toys and Games Function Insights: (Revenue, USD Billion; 2019-2032)

- Active Play
- Balls
- Bikes
- Swimming Pools
- Scooters
- Others
- Creative Play
- Art Supplies
- Dress-Up Clothes
- Musical Instruments
- Building Blocks
- Others

Educational Play
Puzzles
STEM (Science, Technology, Engineering, and Math) Toys
Engineering Kits
Brain Teasers and Logic Games
Mazes and Labyrinths
Others
Social Interaction and Communication
Board Games
Card Games
Cooperative Games
Role-Playing and Social Playsets
Others
Others

Toys and Games Price Range Insights: (Revenue, USD Billion; 2019-2032)

Premium Toys
Mid-Range Toys
Budget Friendly Toys

Toys and Games Material Insights: (Revenue, USD Billion; 2019-2032)

Metal
Wood
Plastic
Fabric and Textile
Mixed
Others

Toys and Games Distribution Channel Insights: (Revenue, USD Billion; 2019-2032)

Brick-and-Mortar Retailers
Specialty Stores
Toy Rental and Subscription Services
Mass Merchandisers
Department Stores
Online Retailers
Others

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We can also provide the customized separate regional or country-level reports, for the following regions:

North America, United States, Canada, Mexico, Asia-Pacific, China, India, Japan, South Korea,

Australia, Indonesia, Singapore, Rest of Asia-Pacific, Europe, Germany, France, UK, Italy, Spain, Russia, Rest of Europe, Central & South America, Brazil, Argentina, Rest of South America, Middle East & Africa, Saudi Arabia, Turkey, Rest of Middle East & Africa

Forecasts to 2032 and other analyses reveal commercial prospects

In addition to revenue forecasting to 2032, our new study provides you with recent results, growth rates, and market shares.

You will find original analyses, with business outlooks and developments.

Discover qualitative analyses (including market dynamics, drivers, opportunities, restraints and challenges), cost structure, impact of rising Toys and Games prices and recent developments.

This report includes data analysis and invaluable insight into how COVID-19 will affect the industry and your company. Four COVID-19 recovery patterns and their impact, namely, "V", "L", "W" and "U" are discussed in this report.

About Emergen Research

Emergen Research is a Market research and consulting company that provides syndicated research reports, customized research reports, and consulting services. Our solutions purely focus on your purpose to locate, target, and analyze consumer behavior shifts across demographics, across industries, and help clients make smarter business decisions. We offer Market intelligence studies ensuring relevant and fact-based research across multiple industries, including Healthcare, Touch Points, Chemicals, Types, and Energy. We consistently update our research offerings to ensure our clients are aware of the latest trends existent in the market. Emergen Research has a strong base of experienced analysts from varied areas of expertise. Our industry experience and ability to develop a concrete solution to any research problems provides our clients with the ability to secure an edge over their respective competitors.

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