



Traditional Toys and Games in Spain

May 2024

Table of Contents

Traditional Toys and Games in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kidult trend continues to support category sales in 2023

Content creation as a strong strategy amid declining sales, while Mattel maintains overall lead

Price takes precedence, and inclusive toys are on the rise

PROSPECTS AND OPPORTUNITIES

Further regulation expected on safety and sustainability, as kidult trend will continue to rise

The forecast period will witness more licences and collaborations between brands, and players will increase investment in sustainability

E-commerce will gain further ground

CATEGORY DATA

Table 1 - Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

Toys and Games in Spain - Industry Overview

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 10 - Sales of Toys and Games by Category: Value 2018-2023

Table 11 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 13 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 14 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 15 - Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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