Where Consumers Shop for Toys and Games

September 2024

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INTRODUCTION

Scope
Key findings

INDUSTRY SNAPSHOT

Recovery in toys and games fuelled by the power of pop culture
Digitalisation continues to fuel the popularity of video games
Toy companies are shifting their focus to emerging markets

CHANNEL SHIFTS

E-commerce continue to outpace physical stores growth
Store-based channel remains crucial in emerging markets
Omnichannel strategies will help grow the market

STORE-BASED CHANNELS

One-stop shopping solution remains the biggest offline sales driver
Specialist retailers set for a rebound
Manufacturers and retailers are racing to build more stores
The return of Toys “R” Us is expected to change the market landscape
Hamleys turns its focus towards experiential retail and digital strategy
Lego continues its aggressive store expansion
Hypermarket remains the go-to channel in North America and Australia
Western Europe and Asia Pacific account for the bulk of private label sales

NON-STORE CHANNELS

E-commerce continues to gain share in toys and games
E-commerce growth for traditional toys and products slows after the spike in 2020
Companies focusing more strongly on their digitalisation strategies
Latin America to continue generating strong e-commerce growth
Amazon continues to expand its toys and games SKUs

FUTURE DEVELOPMENTS

“Kidults” remain a crucial growth driver
Mobile games will be the largest growth driver in toys and games
E-commerce to continue outpacing retail offline at a slower rate
Key takeaways

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-toys-and-games/report.