

# Toys and Games in Mexico

May 2023

Table of Contents

## [Toys and Games in Mexico](#)

### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

### MARKET DATA

Table 1 - Sales of Toys and Games by Category: Value 2017-2022

Table 2 - Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 - LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 - Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 - Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## [Traditional Toys and Games in Mexico](#)

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Traditional toys and games sees a full recovery as pandemic fears dissipate

High inflation puts a cap on volume growth as consumers become more price sensitive

Leading toy manufacturers invest in Mexico

#### PROSPECTS AND OPPORTUNITIES

Local production set to expand while players could look to launch products with a local twist

Hasbro City on the horizon as international manufacturers invest in Mexico

Kidults present new sales opportunities while licensed products will retain appeal

### CATEGORY DATA

Table 8 - Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

## [Video Games in Mexico](#)

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Video games continues to flourish in Mexico as the number of casual gamers continues to grow

Mexico hosts the Latin American League of Legends final for the first time in 2022

Online and mobile games benefit from greater accessibility and affordability

## PROSPECTS AND OPPORTUNITIES

Online games and subscriptions and mobile games point the way to the future of video games

Attractive video games titles key to maintaining growth momentum

Sales events and esports events set to fuel growth

## CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2017-2022

Table 18 - Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 - NBO Company Shares of Video Games: % Value 2018-2022

Table 20 - LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 - NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 - NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 - Distribution of Video Games by Format: % Value 2017-2022

Table 25 - Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 - Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 - Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2022-2027

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toys-and-games-in-mexico/report](http://www.euromonitor.com/toys-and-games-in-mexico/report).