

Traditional Toys and Games in France

May 2023

Table of Contents

Traditional Toys and Games in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers returning to stores but impulse purchasing hit by the economic situation

Some positive performances among the many areas of decline

LEGO remains the leader as other players innovate to gain share

PROSPECTS AND OPPORTUNITIES

New market segments offer opportunities for the forecast period

Licensed toys and games will continue delivering value growth

Second-hand retailing to offset fall in impulse purchases in 2023?

CATEGORY DATA

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

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

Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022

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

Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

Toys and Games in France - Industry Overview

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

Table 11 - Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 - NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 - LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 - Distribution of Toys and Games by Format: % Value 2017-2022

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

Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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