

Traditional Toys and Games in Brazil

May 2023

Table of Contents

Traditional Toys and Games in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Double-digit growth and inflationary challenges

Innovation in offline channels for traditional toys and games

Diversity, affordability, and licensing leverage sales across categories

PROSPECTS AND OPPORTUNITIES

TikTok is a relevant marketing and branding tool

Scientific/educational toys a tool to foster learning and development

Consistent growth in the coming years: "kidults" and e-commerce on the rise

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 Brazil - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/traditional-toys-and-games-in-brazil/report.