

# Traditional Toys and Games in Western Europe

August 2022

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

High disposable incomes drive sales of toys in Western Europe

COVID-19 lockdowns fuel interest in traditional toys and games

Activity-based toys in high demand across all countries

Dynamic performance due to increased interest in a wider variety of toys

Games and puzzles, and construction see the largest absolute growth

Need for at-home activities and nostalgia stimulate growth (1)

Need for at-home activities and nostalgia stimulate growth (2)

COVID-19 forces traditional toys and games to go online

## LEADING COMPANIES AND BRANDS

Well-established market leaders become stronger

LEGO strengthens its position as the leading toy manufacturer

Companies have a rather fragmented geographical coverage

Leading brands retain their top positions

## FORECAST PROJECTIONS

Growth in Western Europe expected to be marginal

Continued focus on both children and kidult demographics

## COUNTRY SNAPSHOTS

Germany: Market context

Germany: Competitive and retail landscape

UK: Market context

UK: Competitive and retail landscape

France: Market context

France: Competitive and retail landscape

Italy: Market context

Italy: Competitive and retail landscape

Spain: Market context

Spain: Competitive and retail landscape

The Netherlands: Market context

The Netherlands: Competitive and retail landscape

Switzerland: Market context

Switzerland: Competitive and retail landscape

Sweden: Market context

Sweden: Competitive and retail landscape

Turkey: Market context

Turkey: Competitive and retail landscape

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