Euromonitor International

Toys and Games in Germany: ISIC 3694

July 2026

Table of Contents

HEADLINES

INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2020-2030

PRODUCTION SCORECARD

Summary 1 - Scorecard of Production Pillar 2020-2030
Chart 2 - Production Value Regional Comparison 2025
Chart 3 - Production Value per Capita Regional Comparison 2025
Chart 4 - Production Value Growth Regional Comparison 2020-2030
Chart 5 - Future and Absolute Growth of Production Value Regional Comparison 2025-2030
Chart 6 - Production Value 2020-2030
Chart 7 - Production Value by Category 2020-2025
Chart 8 - Production Value by Category 2025-2030
Chart 9 - Production Value per Employee 2020-2025
Chart 10 - Exports 2020-2025
Chart 11 - Exports Regional Comparison 2025

INDUSTRY'S GROWTH DRIVERS

Chart 12 - External Demand Factors
Chart 13 - Top Industry’s Suppliers and Buyers
Summary 2 - Key Buyer Industries in Germany 2020-2030
Summary 3 - Key Supplier Industries in Germany 2020-2030

COST STRUCTURE

Chart 14 - Cost Structure Comparison 2025
Chart 15 - Cost Structure 2020-2025
Chart 16 - B2B Costs and Growth 2025, USD million
Chart 17 - Prices of Selected Commodities and Other Economic Indicators 2025 Q3-2026 Q4, Index
Chart 18 - Profit and Profit Margin 2020-2025
Chart 19 - Average Salary 2020-2025
Chart 20 - Labour Costs and Employee Productivity Comparison 2020-2025

FIRMOGRAPHICS

Chart 21 - Number of Companies by Size 2020/2025
Chart 22 - Competitive Landscape Structure by Company Size 2020/2025
Chart 23 - Top Companies’ Ranking 2020-2025 and % of Production Value 2025

MARKET OVERVIEW

CONSUMPTION SCORECARD

Summary 4 - Scorecard of Consumption 2020-2025
Chart 24 - Market Size Regional Comparison 2025
Chart 25 - Market Size per Capita Regional Comparison 2025
Chart 26 - Market Size Growth Regional Comparison 2020-2025
Chart 27 - Market Size Absolute and Average Historic Growth Regional Comparison 2020-2025
Chart 28 - Market Structure by Buyer 2020-2025
Chart 29 - B2B Buyers and Growth 2025, USD million
Chart 30 - Market Structure 2020-2025
Chart 31 - Market Structure by Category 2020-2025
Chart 32 - Imports 2020-2025
Chart 33 - Imports Regional Comparison 2025

ATTRACTIVENESS INDEX

Chart 34 - Attractiveness Index in Selected Industries 2025
Chart 35 - Toys and Games Attractiveness Index Comparison Across All Industries 2025
Chart 36 - Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 5 - Economic Context and Labour Market 2025-2030

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-germany-isic-3694/report.