

# Toys and Games in Germany: ISIC 3694

November 2023

Table of Contents

## HEADLINES

### INDUSTRY OVERVIEW

Chart 1 - Key Industry's Indicators 2017-2027

### PRODUCTION SCORECARD

Summary 1 - Scorecard of Production Pillar 2017-2027

Chart 2 - Production Value Regional Comparison 2022

Chart 3 - Production Value per Capita Regional Comparison 2022

Chart 4 - Production Value Growth Regional Comparison 2017-2027

Chart 5 - Future and Absolute Growth of Production Value Regional Comparison 2022-2027

Chart 6 - Production Value 2017-2027

Chart 7 - Production Value by Category 2017-2022

Chart 8 - Production Value by Category 2022-2027

Chart 9 - Production Value per Employee 2017-2022

Chart 10 - Exports 2017-2022

Chart 11 - Exports Regional Comparison 2022

### INDUSTRY'S GROWTH DRIVERS

Chart 12 - External Demand Factors

Chart 13 - Top Industry's Suppliers and Buyers

Summary 2 - Key Buyer Industries in Germany 2017-2027

Summary 3 - Key Supplier Industries in Germany 2017-2027

### COST STRUCTURE

Chart 14 - Cost Structure Comparison 2022

Chart 15 - Cost Structure 2017-2022

Chart 16 - B2B Costs and Growth 2022, USD million

Chart 17 - Prices of Selected Commodities 2022 Q3-2023 Q4, Index

Chart 18 - Profit and Profit Margin 2017-2022

Chart 19 - Average Salary 2017-2022

Chart 20 - Labour Costs and Employee Productivity Comparison 2017-2022

### FIRMOGRAPHICS

Chart 21 - Number of Companies by Size 2017/2022

Chart 22 - Competitive Landscape Structure by Company Size 2017/2022

Chart 23 - Top Companies' Ranking 2017-2022 and % of Production Value 2022

### MARKET OVERVIEW

### CONSUMPTION SCORECARD

Summary 4 - Scorecard of Consumption 2017-2022

Chart 24 - Market Size Regional Comparison 2022

Chart 25 - Market Size per Capita Regional Comparison 2022

Chart 26 - Market Size Growth Regional Comparison 2017-2022

Chart 27 - Market Size Absolute and Average Historic Growth Regional Comparison 2017-2022

Chart 28 - Market Structure by Buyer 2017-2022

Chart 29 - B2B Buyers and Growth 2022, USD million

Chart 30 - Market Structure 2017-2022

Chart 31 - Market Structure by Category 2017-2022

Chart 32 - Imports 2017-2022

Chart 33 - Imports Regional Comparison 2022

## ATTRACTIVENESS INDEX

Chart 34 - Attractiveness Index in Selected Industries 2022

Chart 35 - Toys and Games Attractiveness Index Comparison Across All Industries 2022

Chart 36 - Attractiveness Index Methodology

## ECONOMIC CONTEXT AND LABOUR MARKET

Summary 5 - Economic Context and Labour Market 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-germany-isic-3694/report](https://www.euromonitor.com/toys-and-games-in-germany-isic-3694/report).