

# Toys and Games in Brazil

May 2023

Table of Contents

## Toys and Games in Brazil

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

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

Table 3 - NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 - LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 - Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 - Forecast Sales of Toys and Games by Category: Value 2022-2027

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

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Traditional Toys and Games in Brazil

### 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 8 - Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

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

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

## Video Games in Brazil

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Mobile games and online games and subscriptions drive growth

Brazilian gaming habits drive growth potential

Nostalgia is present in video games

## PROSPECTS AND OPPORTUNITIES

Banking innovation to address gaming demand in Brazil

Cloud gaming should be the future of video games

E-sports growing in popularity amongst consumers: many business possibilities in diverse industries

## CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2017-2022

Table 18 - Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 - NBO Company Shares of Video Games: % Value 2018-2022

Table 20 - LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 - NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 - NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 - Distribution of Video Games by Format: % Value 2017-2022

Table 25 - Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 - Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 - Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 - Forecast Sales of Video Games by Category: % Value Growth 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-brazil/report](http://www.euromonitor.com/toys-and-games-in-brazil/report).