

# Traditional Toys and Games in Romania

May 2024

Table of Contents

## Traditional Toys and Games in Romania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

An increasing number of Romanians favour premium toys  
Strong competition in traditional toys and games in Romania  
Romanian parents prefer toys which stimulate their children's development

#### PROSPECTS AND OPPORTUNITIES

Licensing likely to remain a key trend  
Board games set to experience growth in demand  
Towards a more diverse retail landscape

#### CATEGORY DATA

Table 1 - Sales of Traditional Toys and Games by Category: Value 2018-2023  
Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023  
Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023  
Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023  
Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023  
Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023  
Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028  
Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028  
Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

## Toys and Games in Romania - Industry Overview

### EXECUTIVE SUMMARY

Toys and games in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for toys and games?

### MARKET DATA

Table 10 - Sales of Toys and Games by Category: Value 2018-2023  
Table 11 - Sales of Toys and Games by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Toys and Games: % Value 2019-2023  
Table 13 - LBN Brand Shares of Toys and Games: % Value 2020-2023  
Table 14 - Distribution of Toys and Games by Format: % Value 2018-2023  
Table 15 - Forecast Sales of Toys and Games by Category: Value 2023-2028  
Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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