

# The UK toys & games market will grow 16.2% from 2017 to 2022 with online market share reaching 43.4%

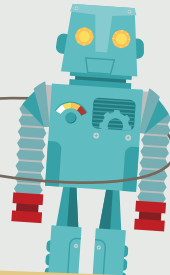


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## ELECTRONIC TOYS

\*electronic toys does not include games consoles or video games.

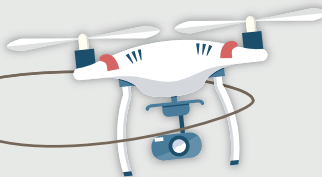
Worth £459m in 2017 growing 28.5% to 2022



**amazon**

Amazon will drive 30.4% of this growth

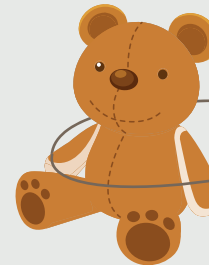
Toy innovations using new technology such as AI and voice control will help drive this growth



## TRADITIONAL TOYS

\*includes soft toys, construction, doll houses and trainsets and art toys.

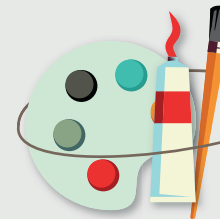
Worth £1,764m in 2017 growing 15.6% to 2022



Smyths will drive 2.7% of this growth

**SMYTHS**

Arts & crafts will grow 28.3% to 2022 as parents encourage child creativity



UK Toys & Games market 2017 – 2022 **available now!**