

# Table Top Games Market Poised for Remarkable Growth, to Surpass USD 4.1 billion by 2031

DELAWARE, WILMINGTON, UNITED STATES, July 28, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "Table Top Games Market," The table top games market size was valued at \$2.5 billion in 2021, and is estimated to reach \$4.1 billion by 2031, growing at a CAGR of 5.3% from 2022 to 2031.

Tabletop game is a broad term that describes many different types and styles of games that are usually played on a flat surface. There are different types of table top games offered by key market players. Manufacturers also offer different types of miniatures for miniature wargames. war games Manufacturers are offering innovative and customized miniatures with metal and eco-friendly materials, which are durable and cost-effective.

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Consumers must have sufficient time and disposable income to play tabletop games for entertainment. A consumer that is working two jobs just to make ends meet is not likely to divert money from necessities or time from income-producing activities to tabletop games. Right now, the U.S. economy appears to be in a sweet spot for tabletop games; many consumers have enough time and money for some entertainment activities, but they are not so well-off that they can ignore the value of their entertainment choices.

New companies, starting from scratch have the very difficult task of educating consumers about their products and communicating reasons to buy. In the U.S., unlike in some other markets, novelty is not necessarily an asset in selling a tabletop game; there are too many entertainment choices with high odds of delivering a satisfying experience for consumers. Tabletop games from companies with a good reputation or created by people that have designed successful games in the past, and ones that are tied to a well-known license can all help overcome this barrier. However, for a new company, this barrier is often insurmountable. The lack of awareness about the different types of table top games is expected to hinder the growth of the table top games industry.

The market in Asia-Pacific offers lucrative growth opportunities for tabletop games market players. A large consumer base, along with the rise in disposable income, provides lucrative

opportunities for market players. This region offers potential opportunities for market players to launch premium and interactive tabletop games with innovative miniatures. Therefore, manufacturers are now focusing on expanding their business in this region to increase their customer base and improve their geographical outreach which is expected to fuel the table top games market demand. Moreover, countries in Latin America, such as Brazil, are expected to bring in attractive opportunities during the forecast period owing to favorable government policies toward large-scale privatization, combating unfair competition is expected to fuel the table top games market growth.

According to the market analysis, the market is segmented into type, application, and region. On the basis of type, the market is divided into miniature wargames and role-playing games. On the basis of application, the market is divided into children, adults, family, and party. On the basis of region, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

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On the basis of type, role-playing games accounted for more than 50% of the table top games market share in terms of revenue in 2021. RPGs' rich story and character development mechanics attract a particularly loyal gamer fanbase, who become part of the narrative by creating their unique characters and honing their skills to help their characters progress

On the basis of application, the adult segment led the market and accounted for 30% of the global table top games market in 2021 and is expected to maintain its dominance during the forecast period. The rising count of teenagers and adults interested in strategy and war-based table top games market trends is expected to propel the growth of the market in the upcoming years.

On the basis of region, Europe was the largest market in 2021 and had the highest market share of 34.4%. Companies operating in the Europe table top games market are offering innovative products to sustain in the competitive market. Publishers are launching new products to expand their business operations across different countries in this region and increase their customer base which is expected to create table top games market opportunity. High spending capabilities of individuals, owing to an increase in disposable income and economic stability are some of the major driving factors for the Europe table top market.

Some of the key players profiled in the table top games market analysis include

- Asmadi Games (U.S.),
- Bezier Games (U.S.),
- Fremont Die Consumer Products (U.S.),
- Games Workshop (Slovakia),

- Gibsons Games (UK),
- Goliath (Netherlands),
- Hasbro (U.S.),
- Iello Games (France),
- Indie Boards And Cards (U.S.),
- Mattel (U.S.),
- Ravensburger (Germany), and
- The Grey Fox Games (U.S.).

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- Based on type, the miniature wargames segment is expected to grow at a significant CAGR during the table top games market forecast period.
- Based on application, the children segment is projected to witness the highest CAGR of 6.0%, in revenue terms, and hold largest share in table top games market size during the forecast period.
- Based on country, the U.S. was the largest country, in terms of revenue generation for the table top games market in 2021.
- Based on region, Asia-Pacific is anticipated to witness the highest growth rate, registering a CAGR of 6.2% from 2022 to 2031.

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According to the insights of CXOs of leading companies, the table top games market holds a substantial scope for growth; however, its contribution to the world market is expected to increase significantly within the next six years. The market is driven by innovation in table top games, expansion of retail channels, and a rise in disposable income. On the contrary, the emergence of smartphones is posing a major challenge for engaged stakeholders. However, the market provides lucrative opportunities with the emergence of educational, interactive, and multiplayer table top games.

However, recent innovations and findings in the manufacturing process of the miniature are expected to create new opportunities in this booming sector. Several players are entering the market with innovative products that incorporate attractive miniatures and game rules is expected to propel the market growth

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- U.S. Table Top Games Market:

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David Correa

Allied Market Research

+1 800-792-5285

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