

Analyzing the Toys & Games Industry in United States

<https://marketpublishers.com/r/A52F7000E48EN.html>

Date: April 2012

Pages: 65

Price: US\$ 320.00 (Single User License)

ID: A52F7000E48EN

Abstracts

With the improvement in the overall economic conditions in the US in 2011, the toys and games industry witnessed a growth rate during 2011. Demand for toys and games also increased due to a rise in consumer willingness to spend on toys and games. Electronic games remained the leading market segment in the industry, followed by dolls, stuffed toys and figurines. Board games also had a substantial share of the market.

The biggest players in the US toys and games industry in 2011 were Mattel Inc, Hasbro, and Nintendo, with LEGO and other companies having a substantial share of the market.

Aruvians Rsearch analyzes the toys and games industry in the US in its research offering Analyzing the Toys & Gamers Industry in United States. The report is a complete analysis of the industry through the leading segments of electronic games, dolls, stuffed toys, and figurines, board games, cards and puzzles, and other toys and games..

The report analyzes the US market for toys and games though an industry overview, market demand, the market for electronic games, dolls, stuff toys & figures, board games, cards & puzzles, and other toys and games.

Regulatory framework that has influenced the market significantly in recent years is also analyzed in this report, along with a look at the industry structure and trends. We also analyze the import/export scenario of the US toys and games industry in 2011.

The industry's future perspective is looked at through a segment-wise market forecast as well as an industry outlook. The market is analyzed till 2016 in this in-depth report.

An analysis of the major market players through a corporate profile, business segment

analysis, financial analysis, industry presence, and a SWOT analysis, completes this comprehensive analysis of the Toys & Games Industry in the US.

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