

Global Toys Market: Trends and Opportunities (2013-2018)

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Abstracts

Scope of the report

The report titled “Global Toys Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the toys industry. The report provides detailed analysis of the global toys market including the regional markets of North America, South America, Europe, and Asia Pacific. Further, the report also analyzes the toy markets of the US, Brazil, China, India and Japan. Also, key market challenges recognized by the analysts and the major observable trends in the global toys market are presented in the report. Leading companies operating in this market, namely Mattel Inc., Hasbro Inc., and LEGO Group has been profiled with their respective business strategies. The growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends, the growth drivers and challenges.

Geographical Coverage

Global

Asia-Pacific

Europe

Country Coverage

United States

Brazil

China

India

Japan

Company Coverage

Mattel Inc.

Hasbro Inc.

LEGO Group

Executive Summary

Play is the mechanism by which children learn and experience their world engaging in activities that encourage their cognitive, emotional and social development. With children opting for more innovative toys, the toys market has been influenced by changing consumer tastes and interests. The market is highly characterized by fluctuations which are seasonal and trend driven in nature. Toys market aimed at preschoolers being offered with wide range of choices is considered to be a promising segment. The best toys are those which are selected based on their appropriateness for a child's age, development and interests.

The demand for toys has undergone a dramatic change. The concept of “edutainment” toys has emerged. Toys no longer just fulfill the entertainment requirements of a child, but also cater to the growing needs of skill development of children. Through technology, toys are being made more educational and engaging. The global toys market is characterized by licensing agreements between the companies, offering innovated and eco friendly toys to the customers.

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