

Activision Blizzard Inc in Toys and Games (World)

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Abstracts

Activision Blizzard Inc is one of the world's largest and best-known video game publishers with a comprehensive portfolio of console and PC games. With the acquisition of King Digital Entertainment, the company hopes to expand its presence within mobile gaming which is key to securing growth in emerging markets over the forecast period. This report examines the company's core franchises as well as assets acquired from King Digital and its prospects through 2019.

Euromonitor International's Activision Blizzard Inc in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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