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Channel Review in Toys and Games

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Abstracts

Internet retailing continues to outpace non-store retailing in toys and games, with some 44% of sales now going through the channel. The high growth of internet retailing has been driven by both video games, which saw a swift rise in mobile gaming, as well as traditional toys where parents increasingly prefer the convenience of online shopping. In-store retailing, however, can continue to benefit from the overall growth of the toys and games market, especially during the holiday season.

Euromonitor International's Channel Review in Toys and Games global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

Product coverage: Traditional Toys and Games, Video Games.

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

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

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