

Character Licensing in Toys and Games: Turkey, Eastern Europe, and MEA

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Abstracts

Licensed toys in Turkey, Eastern Europe, and Middle East and Africa are on the rise, as it was the second-fastest growing region for these toys over 2011-2016. Countries with more upper-income households led growth, as they can afford these higher-priced licensed products. The potential for licensed toys in the region will only grow through to 2021, as smartphone proliferation will get entertainment media into the hands of more children, while average income per household continues to rise.

Euromonitor International's Character Licensing in Toys and Games: Turkey, Eastern Europe, and MEA 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;

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

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Introduction

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