

# Collectables: A Toys and Games Core Growth Driver

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## Abstracts

The traditional toy market faced significant headwinds in 2017, but one bright spot in global growth was collectables, with products such as LOL Surprise! having a major impact on sales. The growth of collectables is being spurred by various factors, such as social media and a growing adult market for toys. Like any toy trend collectables will likely see its influence wane, but with the right adjustments and new product introductions they may be able to influence the toy market for some time.

Euromonitor International's Collectables: A Toys and Games Core Growth Driver 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

Introduction

The Cycle Of Collectables

Blind Bags And Adults Evolve The Collectables Market

Lessons From Video Games

The Future Of Collectables

Appendix

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