

Competitor Strategies in Toys and Games

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Date: January 2022

Pages: 32

Price: US\$ 1,325.00 (Single User License)

ID: C4F2165675CDEN

Abstracts

The toys and games industry continues to evolve, as do the strategies being employed by the top companies to remain competitive. Both video games and traditional toys companies are allocating more resources to licensing, technology and acquisitions. These areas are likely to gain relevance over the course of the next few years, as smartphone proliferation and the impact of COVID-19 continue to have ripple effects across the industry.

Euromonitor International's Competitor Strategies 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.

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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.

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