

# Distribution Channels in Toys and Games

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## Abstracts

Toys and game retailing continued to see a shift from store based to internet retailing in 2017, as the migration from traditional toys stores to internet retailing continued as did the growth of mobile gaming. Toys “R” Us was forced to declare bankruptcy in 2017, a move which portended the company’s eventual decision to close its stores in 2018. With the retailer all but gone now, many other outlets will look to fill the void, in particular hypermarkets, internet retailers, and discounters.

Euromonitor International's Distribution Channels 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;

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.

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