

Diverging Demographics Determining the Future of Traditional Toys

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Abstracts

While developed regions as a whole are getting older and emerging regions are getting younger, the actual dynamics of each market is more complex, with differing growth amongst certain parts of the population, which is impacting the toy market differently. Emerging markets are at different stages of young child and teenage toy growth, while developed markets are seeing an increasing emphasis on young adults who are more willing to purchase toys for themselves.

Euromonitor International's Diverging Demographics Determining the Future of Traditional Toys 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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