

# The Future of Toys-to-Life: Prospects and Forecasts

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## Abstracts

Since the launch of Skylanders in 2011, toys-to-life have been one of the fastest-growing product categories in toys and games. With the launch of LEGO Dimensions in late 2015 the market is poised for dynamic growth in 2015 and 2016. However, the product's limited appeal in emerging markets and competition from emerging technologies such as smart toys and virtual reality gaming mean that the market will saturate very quickly and growth will slow significantly in 2017.

Euromonitor International's The Future of Toys-to-Life: Prospects and Forecasts 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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