

Global Licensing Continues to Stimulate Traditional Toys and Games

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Abstracts

Licensing is continuing to have an increasing impact on traditional toys and games, with more toy manufacturers looking to create fresh intellectual property using TV and films, and then leveraging these characters popularity to increase toy sales. However, as this trend becomes increasingly prevalent, competition increases, making opportunities more challenging to find.

Euromonitor International's Global Licensing Continues to Stimulate Traditional 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.

Contents

Global Licensing Continues to Stimulate Traditional Toys and Games

Euromonitor International

August 2014

Introduction

Traditional Toys Global Snapshot

Licensing Defined

Key Toy Licensing Trends

Films and Licensing

Recommendations and Conclusion

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