

# Global Licensing Continues to Stimulate Traditional Toys and Games

https://marketpublishers.com/r/G976F066AEDEN.html

Date: August 2014

Pages: 33

Price: US\$ 2,000.00 (Single User License)

ID: G976F066AEDEN

### **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



#### I would like to order

Product name: Global Licensing Continues to Stimulate Traditional Toys and Games

Product link: https://marketpublishers.com/r/G976F066AEDEN.html

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/G976F066AEDEN.html">https://marketpublishers.com/r/G976F066AEDEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

& Conditions at https://marketpublishers.com/docs/terms.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms