

# Global Licensing Trends in Traditional Toys and Games

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## Abstracts

Licensing is a key parameter affecting toys sales globally. 7 out of the top 10 most heavily licensed traditional toys and markets are in Asia Pacific, and in almost all these markets the proportion of 0-14 year-olds in the total population was below 20% in 2012, suggesting that the grown-up population also has a say in which licensed toys are purchased. As toy brands penetrate into other industries beyond toys and games at a faster pace, there are certainly great opportunities as well as risks.

Euromonitor International's Global Licensing Trends in 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 Trends in Traditional Toys and Games

Euromonitor International

April 2013

Introduction

Traditional Toys Global Snapshot

Licensing Defined

Key Toy Licensing Trends by Region

Toy Brands Beyond Toys and Games

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