

Hasbro Inc in Toys and Games (World)

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Abstracts

Hasbro is a leading player in traditional toys and games, enjoying market leadership in a number of categories, including games and puzzles. While traditional toys and games continues to face the threat from the greater dynamism of video games, Hasbro is well-placed to exploit the continued demand for traditional toys and games, particularly with developments like its recent licensing agreements with Mattel.

Euromonitor International's Hasbro Inc in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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