

How AR/VR Headsets Could Transform the Toys and Game Industry

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Abstracts

Despite having only a small impact on the gaming market in 2016, the potential for AR/VR headsets remains high and could rival static console household penetration in some markets by 2021. This will heavily impact other areas of toys and games, but slowly. Static console and traditional toy makers are both waiting for the AR/VR market to develop, with current efforts aimed at experimenting at what works with a new medium that has the long-term potential to transform the toys and games industry.

Euromonitor International's How AR/VR Headsets Could Transform the Toys and Game Industry 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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