

# The Impact of Coronavirus on Toys and Games

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## Abstracts

The impact of Coronavirus (COVID-19) on toys and games has reinforced many trends already shaping the industry pre-COVID-19, mainly in digital transformation. 2020 demonstrates further shift towards hometainment and online education, with surge in video games, including e-sports, and digital education tools, especially STEM. While some traditional toy categories spiked in Q1 2020, there is a long-term trend towards the repositioning of players as entertainment providers on multiple platforms.

Euromonitor International's The Impact of Coronavirus on 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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

Introduction

Economic Outlook

Industry Impact

Geographic Impact

Corporate Response

Conclusion

About Our Analytic Capabilities

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