

The Influence of Technology in Toys and Games: Corporate Strategies

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Abstracts

Growing access to the internet and the proliferation of affordable advanced communication technologies over the past decade has created a generation of digital natives for whom the divide between virtual and real-life play is minimal. This has led to major changes in demand for toys and games, forcing manufacturers to incorporate smart features into their product lines. This briefing focuses on strategies that have worked so far and considers how technology will permeate playtime in the future.

Euromonitor International's The Influence of Technology in Toys and Games: Corporate Strategies 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.

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Pinpoint growth sectors and identify factors driving change;

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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