

Interactive Toys: What Drives Growth?

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Abstracts

Interactive toys, which can sense and play with children, are entering the market and are poised to see major growth. While there are numerous markets that will be lucrative for interactive toys, China, the US, the UK and Germany are expected to be among the most enthusiastic adopters. From these markets we can see a pattern of what drives sales of interactive toys, namely high incomes, STEM interest and small hyper-connected households.

Euromonitor International's Interactive Toys: What Drives Growth? 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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High-income Households the Core Interactive Toys Market

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Report Definitions

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