

Key Global and Regional Trends Shaping Toys Licensing

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Abstracts

Licensing is a key parameter for toys sales globally. Half of the top 10 most heavily licensed toys markets are in Asia Pacific, while the US is the world's largest. As Frozen took the industry by storm, 2014 was a particularly good year in toys licensing. As the power of social media in creating successful properties becomes more pronounced and with the much-anticipated Star Wars movie in the pipeline for 2015, the stakes could not have been higher, presenting great opportunities and risks.

Euromonitor International's Key Global and Regional Trends Shaping Toys Licensing 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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