

# LeapFrog Enterprises Inc in Toys and Games (World)

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Date: December 2015

Pages: 42

Price: US\$ 572.00 (Single User License)

ID: L8EB0CDF8C4EN

## Abstracts

The growing popularity of tablets and learning toys has contributed to dynamic growth at LeapFrog Enterprises Inc through 2013. However, the company became overreliant on tablets, as a result leading to revenue declines in 2014 and 2015 as tablet sales slowed. This profile analyses the company's operations in the global toys and games market and offers recommendations on finding new opportunities that leverage the company's strengths in a volatile market.

Euromonitor International's LeapFrog Enterprises Inc in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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.

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