

Nintendo Switch: The Biggest Threat to Traditional Toys?

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Abstracts

The Nintendo Switch launch marked a strong turnaround for Nintendo Co Ltd, following the disastrous performance of the Wii U. The Switch has largely consolidated its older hand-held console market, but now also has the opportunity to create a new generation of young gamers. This poses a major threat to the traditional toys market, which already faces strong age compression pressure from smartphones, and will need to adapt to survive in this new competitive environment.

Euromonitor International's Nintendo Switch: The Biggest Threat to Traditional Toys? 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.

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