

STEM Opportunities in Toys and Games: Mass-market vs Speciality Appeal

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Abstracts

STEM toys continue to be a focal point for many traditional toy manufacturers, due to the category's growth and high interest in developed markets. However, the STEM market has split into two areas: speciality STEM for parents who obsess over what their child plays with and mass-market STEM toys that have an educational benefit, but that is not their primary focus. While mass-market STEM toys are the larger of the two, certain factors could make speciality STEM a high growth market through 2021.

Euromonitor International's STEM Opportunities in Toys and Games: Mass-market vs Speciality Appeal 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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