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# Toys and Games Global Industry Overview

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## Abstracts

The toys and games industry sees positive growth, although with setbacks due to Coronavirus. In traditional toys, long-term opportunities lie in licensing and categories combining play, education and skill-building experience. Broader exposure to digital content at a young age, supported by school curricula and enhanced by COVID-19-driven hometainment, will support focus on digitalisation and connected experience. Hometainment is also set to support further growth of video games and e-sports.

Euromonitor International's Toys and Games Global Industry Overview 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;

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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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