

# Toys and Games in 2016: Market Overview, Trends and What's New in Passport

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## Abstracts

The popularity of key entertainment franchises and a dynamic video games market were insufficient to make up for slowdowns in emerging markets. World-side retail value sales of toys and games declined 1.9% in 2015. However our newest research shows that continued growth in sales of licensed toys and a return to growth in emerging markets will propel the traditional toys and games market back into positive growth in 2016 and beyond, while new technologies will sustain growth in video games.

Euromonitor International's Toys and Games in 2016: Market Overview, Trends and What's New in Passport 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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