

Toys and Games in Emerging Markets: Consumer Fundamentals Falling into Place

<https://marketpublishers.com/r/TF1CD57475FEN.html>

Date: January 2014

Pages: 52

Price: US\$ 2,000.00 (Single User License)

ID: TF1CD57475FEN

Abstracts

Emerging economies already account for a considerable share of the global toy market, and will provide the strongest boost to sales. Latin America has been one of the most dynamic globally, while in a few years APAC is projected to become the largest toys market, overtaking developed regions. Hence, all major global toys manufacturers are increasingly seeking ways to enter and expand their presence in these markets. The strategies they adopt now will determine their success in coming years.

Euromonitor International's Toys and Games in Emerging Markets: Consumer Fundamentals Falling into Place 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.

Contents

Introduction

Emerging Regions in Perspective

Asia Pacific to be the Growth Engine

Routes to Market

Recommendations

I would like to order

Product name: Toys and Games in Emerging Markets: Consumer Fundamentals Falling into Place

Product link: <https://marketpublishers.com/r/TF1CD57475FEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TF1CD57475FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970