

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

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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.

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