

# Toys and Games: How Demographics and Income Shape Demand

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## Abstracts

Although the world's child population has been declining, this will be a short-lived phenomenon. The trend towards smaller families in many markets ties in with other cultural and income shifts that actually stand the global toys and games market in good stead. As two key determinants of demand this briefing analyses demographic and income trends to understand their impact on toys and games sales in the future.

Euromonitor International's Toys and games: how demographics and income shape demand 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

September 2011

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