

Toys and Games: Trends, Developments and Prospects

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Abstracts

Toys and games recorded another year of accelerating growth in 2012, with a deepening discrepancy in performance between developed vs emerging markets. Sales continued to decline in most developed regions, while global growth was driven by Latin America & Eastern Europe. Licensing remained a key contributor to sales, although new film tie-in properties did not quite deliver as some were hoping for. Digital gaming was the star of video games, helping greatly to offset the decline in the category.

Euromonitor International's Toys and Games: Trends, Developments and Prospects 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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