

Traditional Toys: The Growth of STEM and Physical Development Toys

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Abstracts

Parents globally have started to purchase traditional toys & games that contribute to their child's physical and mental development. Rising obesity concerns and increased urbanisation have fuelled physical development toys, while science, technology, engineering and maths (STEM) toys have been favoured by parents who want to ensure that their child will be competitive academically. With new products being developed, child development toys will become a focal point for retailers & manufacturers.

Euromonitor International's Traditional Toys: The Growth of STEM and Physical Development Toys 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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