

Traditional Toys in Latin America

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Abstracts

The Latin America toy market began to recover in 2017 after declining over 2014-2016, as a result of widespread economic, political, and currency issues in the region. These issues were less pronounced in 2017, although certain habits, such as buying cheaper local products, continued within most markets, hurting the position of larger global players with imports. As economies continue to recover, premium products may find growth opportunities in the region once more.

Euromonitor International's Traditional Toys in Latin America 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.

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