

Traditional Toys: Licensing Becomes Core Driver of Growth

<https://marketpublishers.com/r/TA4A7FDFCAAEN.html>

Date: October 2016

Pages: 45

Price: US\$ 1,325.00 (Single User License)

ID: TA4A7FDFCAAEN

Abstracts

2015 saw licensed toy sales reach new heights due largely to the success of Star Wars, but is there room for further growth? The outlook is positive as the proliferation of smartphones and glut of new media content have made licensed toys more engaging than ever, especially as more markets cater to multigenerational and locally popular licences. Licensed toy growth is enticing new market entries, which will further grow licensed toy sales and create a self-sustaining cycle of licensed toy growth...

Euromonitor International's Traditional Toys: Licensing Becomes Core Driver of Growth 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.

Contents

Introduction
Overview of Global Licensing
Income and Pricing Dynamics Affecting Licensing
Media Consumption's Growing Impact
Multigenerational Appeal - A Key Selling Point
Local Licences - A Crucial Factor
Licensed Toy Product Diversity on the Rise
The Future for Licensed Toys
Report Definitions

I would like to order

Product name: Traditional Toys: Licensing Becomes Core Driver of Growth

Product link: <https://marketpublishers.com/r/TA4A7FDFCAAEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TA4A7FDFCAAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970