

Traditional Toys and Games in Eastern Europe

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Date: March 2019

Pages: 31

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

ID: T123F1E2A11EN

Abstracts

Traditional toys and games in Eastern Europe saw slow growth in 2017 after stagnation in 2015. Improving economic conditions and changing consumer preferences are reshaping the industry. The shift towards more technologically advanced and expensive traditional toys is evident across the region. New releases and licences remain the key drivers, determining consumer preferences, along with transforming functionality to serve children's education and skills development.

Euromonitor International's Traditional Toys and Games in Eastern Europe 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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