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Traditional Toys and Games Licensing in Emerging Asia Pacific

https://marketpublishers.com/r/T6B57AA4F6DEN.html
Date: August 2018
Pages: 24
Price: US$ 1,325.00 (Single User License)
ID: T6B57AA4F6DEN

Abstracts

Emerging Asia Pacific saw the highest growth of licensed toys with a 12% increase in 2017. The growth comes as major global brands continue to reach new parts of the region due to the rapid proliferation of smartphones. At the same time, however, local licenses continue to see higher investment and toy demand, creating a greater atmosphere of competition that is only likely to grow through to 2022.

Euromonitor International's Traditional Toys and Games Licensing in Emerging Asia Pacific 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;

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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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