

# Traditional Toys and Games Licensing in Western Europe

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## Abstracts

Western Europe excluding Turkey was one of largest markets in the world for licensed toy sales in 2017, but also saw among the strongest drops in sales in the year, declining by 1% overall. The declines come as various countries within the region have started to see sharply lower toy sales and major global brands begin to see consumer interest wane. While the market will continue to see headwinds in the years to come, certain areas will see growth among young children and adults.

Euromonitor International's Traditional Toys and Games Licensing in Western 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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