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Traditional Toys and Games in the US

https://marketpublishers.com/r/TF73B8CE70BEN.html
Date: May 2023
Pages: 22
Price: US$ 990.00 (Single User License)
ID: TF73B8CE70BEN

Abstracts

Traditional toys and games has been making great efforts towards sustainability in recent years, with several important initiatives taking place in the US. For instance, manufacturers are working to reduce packaging waste, as consumers are aware of how wasteful toy packaging has traditionally been. These efforts include using more sustainable packaging materials, as well as reducing the amount of packaging used overall. Recently, LEGO Group’s switch from single-use plastic bags to paper-based ba...

Euromonitor International's Traditional Toys and Games in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Traditional Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

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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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