

# Ubisoft Entertainment SA in Toys and Games (World)

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## Abstracts

After a strong 2014 due to new game launches such as Watch Dogs and South Park: The Stick of Truth, Ubisoft is facing a favourable gaming market as consumers continue to adopt new consoles. To carry this momentum forward, Ubisoft will need to focus on new avenues of growth, such as more mobile development, and push into developing markets, as well as continued franchise development for its major brands.

Euromonitor International's Ubisoft Entertainment SA in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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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