

Where will all the Toys go? US Toy Retail in a Post Toys “R” Us World

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Abstracts

While Toys “R” Us was a long languishing company, its sudden exit from the market on the back of high debt and a lack of innovation has left a vacuum in the US toys and games market. Retailers of all sorts are hoping to fill this void as the USD5 billion annual sales that Toys “R” Us previously generated is a tempting target. Toy makers meanwhile find themselves having much less leverage in this new retail landscape and will have to adapt rapidly in order to survive.

Euromonitor International's Where will all the Toys go? US Toy Retail in a Post Toys “R” Us World 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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