

Smart Toys: From the onslaught of gaming companies to the prospects for the toy industry

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Abstracts

The second edition of this report identifies the main challenges faced by the 'smart toy' market, also known as 'toys-to-life', over the next two years.

It highlights this fledgling sector's major players from the toy and video game industries, examines their offerings, and also looks at new entrants looking to challenge them.

It analyses the main trends and key success factors of smart toys, and provides data (volume of smart toys sold, market value) for the period between 2015 and 2020, broken down per geographical region.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY

- 2.1. General methodology of IDATE reports
- 2.2. Methodology for estimating the market

3. INTRODUCTION: CONTEXT

- 3.1. Definition of the smart toy concept
- 3.2. Industry context characterised by the convergence of two entertainment areas, video games and toys
- 3.3. A three-sided market, pursuing combinatorial strategies
- 3.4. A sector born of industrial and technological convergence

4. SMART TOYS IN THE VIDEO GAME INDUSTRY

- 4.1. The major industry players and their results
 - 4.1.1. Activision Blizzard, the smart toy market leader with Skylanders
 - 4.1.2. Disney: an ambitious competitor to Activision
 - 4.1.3. Nintendo, the new entrant in the smart toys market
 - 4.1.4. Some of the challengers
- 4.2. Two major smart toy categories in the video game industry
 - 4.2.1. Action/adventure smart toys
 - 4.2.2. Fighting smart toys

5. SMART TOYS IN THE TOY INDUSTRY

- 5.1. Strategy adopted by the major toy industry players in the smart toy sector
 - 5.1.1. Mattel: turnover in sharp decline, negligible smart toy offering
 - 5.1.2. LEGO: heavy investment in R&D and a desire to compete directly with Skylanders and Infinity
 - 5.1.3. Hasbro: smart toys for revisiting the most popular toys and games
- 5.2. Some of the challengers
- 5.3. Market positionings
 - 5.3.1. The various smart toy categories in the toy industry
 - 5.3.2. LEGO Dimensions, a game changer for the toy industry

- 5.4. Technologies used for interfacing
- 5.5. The toy is the main source of value

6. INDUSTRY TAKEAWAYS AND FUTURE PROSPECTS

- 6.1. The main industry takeaways
- 6.2. Ten opportunities and challenges for 2016-2017
- 6.3. Market outlook
 - 6.3.1. Industry context
 - 6.3.2. Methodology
 - 6.3.3. Market estimates

Tables

TABLES

Table 1: Games available as part of the Skylanders franchise in 2015

Table 2: amiibo features in Splatoon

Table 3: Notable smart toys developed by video game start-ups

Table 4: Description of the two major smart toy categories in the video game industry

Table 5: Description of the pricing and business models used by action/adventure smart toys

Table 6: Turnover of the 8 largest players in the toy industry, in 2013 and 2014

Table 7: Notable smart toys developed by major toy industry players

Table 8: Notable smart toys developed by toy industry start-ups

Table 9: Number of smart toys sold by geographic region

Table 10: Smart toy market growth

Figures

FIGURES

Figure 1: Geminose by Starbreeze

Figure 2: Tiggly Toys by Tiggly

Figure 3: How Skylanders works

Figure 4: Skylanders: SuperChargers

Figure 5: Disney Infinity 3.0

Figure 6: Amiibo figurines

Figure 7: Compatibility of various amiibo figurines with Nintendo video games

Figure 8: Apptivity Cut the Rope

Figure 9: View-Master Sizzle

Figure 10: LEGO's R&D spending, 2010-2014

Figure 11: LEGO Fusion

Figure 12: LEGO Dimensions starter pack on Xbox One

Figure 13: Rankings for entertainment software in the United Kingdom, week ending 3 October 2015

Figure 14: Monopoly zAPPED

Figure 15: Connection technologies used between the mobile device and toy for smart toys in the toy industry

Figure 16: Growth in value of the video game and toy markets

Figure 17: Hasbro Interactive's problem and solution

Figure 18: Bowser and Donkey Kong in Skylanders: SuperChargers

Figure 19: Donkey Kong and Bowser amiibo

Figure 20: The steps to success for smart toys

Figure 21: Geographical distribution of figurines sold in 2015

Figure 22: Geographical distribution of figurines sold in 2020

Figure 23: Growth in the number of smart toys sold

Figure 24: Growth in average price of a figurine

Figure 25: Smart toy market growth

Figure 26: Relative share of the smart toy market compared with its reference markets

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