



Toys and Games: Global Industry Trends, Sales, Demand, Growth, Developments and Prospects, Research In-Depth Analysis.

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

PUNE, INDIA, December 7, 2016 /EINPresswire.com/ -- [Toys and Games](#): Global Trends, Developments and Prospects

Macroeconomic instability had a profound negative impact on toy sales in some of the biggest emerging markets in 2015. However, strong sales of licensed toys, particularly Star Wars-related merchandise, have supported growth globally. Licensing, combined with favourable demographic trends in emerging markets, indicates a positive the long-term outlook for traditional toys and games. Mainstream adoption of AR/VR and integration of technology into traditional toys will drive growth in video games.

Euromonitor International's Toys and Games: Global Trends, Developments and Prospects 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.

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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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