

Competitor Strategies in Toys and Games

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Scope Key findings

TOYS AND GAMES: INDUSTRY OVERVIEW

Companies at a glance Traditional toys manufacturers will experience stronger forecast growth despite competition Most top manufacturers continue to rely on market momentum for growth Video games thriving in emerging and developing countries LEGO continued to thrive despite a fragmented toys market Hasbro and Mattel shift their focus towards "core" brands

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TOYS TO SCREEN: DIGITALISATION OF PLAY

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A BETTER TOMORROW: SUSTAINABILITY

Growing consumer awareness of sustainability impacts innovation Top manufacturers across toys and games develop creative ideas to boost sustainability

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