

# Hasbro Inc in Toys and Games

August 2023

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## STATE OF PLAY

Hasbro drops to sixth place as it slips behind more video games players in 2022

North America continues to dominate Hasbro's global sales

Loss of Russian sales contributes strongly to a dip in global revenues in 2022

Hasbro's sale of eOne will come in the post-2019-2022 period

North America accounts for more than half of Hasbro's global sales

Games and puzzles the biggest category for Hasbro in most of its top 10 markets

## EXPOSURE TO FUTURE GROWTH

Mexico the next biggest contributor after the US to Hasbro's new sales in 2022-2025

Electronic Arts will be the main mover in the coming years

Hasbro continues its drive to "green" its toys and manufacturing processes

## COMPETITIVE POSITIONING

Video games players continue to dominate the top 10 rankings

Mattel remains Hasbro's main competitor

Hasbro competitor Mattel's main strengths continue to lie in dolls and model vehicles

Playing nice: Hasbro and Mattel enter into licensing agreements

Hasbro leads games and puzzles and action figures in more than 20 countries

Franchise brands continue to play an important role for Hasbro

You're not the eOne for us

## GAMES AND PUZZLES

North America the major market for Hasbro's games and puzzles

Hasbro still under-represented in games and puzzles in Asia Pacific

## ACTION FIGURES AND ACCESSORIES

Hasbro manages to crack the Chinese market for action figures and accessories

Hasbro the global number one player in action figures and accessories

## DOLLS AND ACCESSORIES

Baby Alive helps Latin America to be Hasbro's number two dolls and accessories region

Loss of Disney Princess licence will put a dent in Hasbro's dolls and accessories share

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