

# LEGO in Toys and Games

December 2022

**Table of Contents** 

#### INTRODUCTION

Scope Executive summary

#### STATE OF PLAY

Top companies at a glance LEGO's global footprint: Western Europe dominates LEGO thrives in all major markets The majority of LEGO's growth derives from market momentum

### EXPOSURE TO FUTURE GROWTH

The US is set to drive value growth for LEGO Tencent Holdings Ltd is set to remain the market leader Challenges expected ahead

#### COMPETITIVE POSITIONING

Nintendo and Tencent - the main winners over the last three years Competitor overlap Key categories and markets Key brands

#### COMPANY STRATEGY

LEGO's quest towards a more sustainable future Continuous focus on socially conscious toys Continuous selection of licensed products Building digital playgrounds Building a future of experiential retail Ensuring digital child safety and wellbeing Expansion into new markets Building a resilient supply chain network

#### **KEY FINDINGS**

Key findings

#### APPENDIX

Projected company sales: FAQs (1/2) Projected company sales: FAQs (2/2)

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lego-in-toys-and-games/report.