

STEM: Path to Innovation . Aligning with Lifestyle Changes, Technology, Education and Career Path

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Scope

Key findings

Sizable but challenging global STEM toys marketplace

Impact of COVID-19 on the category varies across markets

Extensive customer base as the number of children in school rises

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Spending on education and technology go hand in hand

STEM toys as a lifesaver for home-schooling

Digital transformation in education fits into broader digitalisation trend

Long-term toy demand with changing lifestyles and school curricula

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Capturing parents and children across platforms via licensing partnership

It is not all about technology and connectivity: watch the target age

Matching product development and innovation with age

Path to STEM innovation

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/stem-path-to-innovation-aligning-with-lifestyle-changes-technology-education-and-career-path/report.