

World Market for Toys and Games

June 2023

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Digital content will drive sales of toys and games over the forecast period

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India's new legislation will drive strong forecast period growth

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Video games growth powered by mobile games and online games and subscriptions

Tencent is king especially amongst casual gamers in Asia Pacific

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Digital content helps popular franchises gain shares in games and puzzles

Film franchises keep superheroes flying high

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Mattel's projected growth areas

Games and puzzles and action figures account for more than half of Hasbro's sales

Hasbro's projected growth areas

Playing nice – Mattel and Hasbro enter into licensing agreements

Licensing agreement plays into the strengths of the two companies

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Examining five trends shaping toys and games

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