Euromonitor International

Play Reimagined: New Revenue Streams for Toy Companies

October 2024

EXECUTIVE SUMMARY

Why read this report?

EXECUTIVE SUMMARY

Key findings

INTRODUCTION

Digital transformation can help drive new revenue streams for toy companies

INTRODUCTION

Traditional toys offer a sensory experience that cannot be replicated by video games
Leading toy manufacturers struggle for growth after pandemic highs
Toy manufacturers pivot into entertainment companies in the new world of play
How toy companies can grow their revenues

NEW BUSINESS MODELS

Exploring new business models to exploit more revenues from IPs
Toy companies are not maximising their brand values from licensing
Licensing superheroes: Marvel's partnership with Myprotein
C2M harnesses customers' insights for toy manufacturing and foster stronger brand loyalty
Hasbro Lab uses crowdfunding to increase customers' engagement and grow its revenue
Toy companies need to cater to affluent older consumers
Older consumers are avid gamers and play games for enjoyment

DIGITALISATION OF PLAY

Shifting from physical toys to interactive play
High usage of technology will drive the proliferation of smart toys
Security and privacy concerns restrict smart toys growth
Robotic companion for pets can be a lucrative white space with fewer legal landmines
Socialising online becomes the norm especially among younger generations
The popularity of mobile games will usher in an era of gamification
Cultivating a lifelong habit by making brushing fun and motivating

EXPERIENTIAL PLAY

Engaging experiences pivotal in driving customer engagement and brand loyalty
Subscription services can unlock value for parents and manufacturers
LG's transformation into a smart life solution provider
Experience Seekers will help propel sales of toys from physical stores
Experiential retailing helps Hamleys attract high spending Experience Seekers
The metaverse increases brand engagement and enhances path to purchase
Metaverse to drive sales of physical toys while engaging fans in the digital domain

CONCLUSION

Recommendations/Opportunities for growth

CONCLUSION

Play reimagined: From toys to entertainment to experience
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/play-reimagined-new-revenue-streams-for-toy-companies/report.