



# Competitor Strategies in Toys and Games

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## INTRODUCTION

Scope

Key findings

## TOYS AND GAMES: INDUSTRY OVERVIEW

Companies at a glance

Growth remains primarily driven by market momentum across most companies

Emerging and developing countries continue to become a key focus, as incomes rise

LEGO remains committed to its core offering, as Tencent and Nintendo gain in the industry

Traditional toy companies' sales become more concentrated among top three brands

Electronic Arts set to climb brand rankings, while Hasbro and NetEase Inc will lose out

## DIGITALISATION: EVOLVING RETAIL STRATEGIES, GAMING AT THE FOREFRONT AND TOYS TO SCREEN

Evolving purchasing behaviour encourages retailers to strengthen omnichannel strategies

Demand for digital entertainment is highest among Generation Y and Z

## SUSTAINABILITY: WHAT IT MEANS FOR CONSUMERS AND HOW COMPANIES SHOULD RESPOND

Reducing plastic usage, frequent recycling and sustainable packaging are top of mind

Traditional toy companies prove that going green is key to their corporate strategy plans

McDonald's plans to reduce the plastic in its Happy Meal toys worldwide by 2025

## KIDULTS: RISING DEMAND AMONG ADULTS TO IMPACT PORTFOLIO PLANNING

Kidults have the time and financial means to indulge in toys and games

Iron Man on the big screen rekindling kidults' childhood memories

LEGO appeals to stressed-out adults and rebrands its adult-focused toy range to LEGO Icons

## INCLUSIVITY: TOY COMPANIES EMBRACE DIVERSITY

Demand is growing for toys that do not stereotype and promote an inclusive society

LEGO tackles gender biases and launches a diverse range of LEGO Friends

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