

Traditional Toys and Games - US - November 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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The toy market totals an estimated \$26.2 billion in 2016 and has experienced strong growth in the past two years.

This trajectory is likely to continue into 2017 given the positive economic climate and the anticipated release of new installments in movie franchises popular with kids.

This report looks at the following areas:

- Kids 12+ age out of the toy category
- Older adults have limited exposure to the market
- Amazon a likely choice for shoppers with older kids

The toy industry is thriving, bolstered by a positive economic climate, new innovations in the category, and the success of several big-budget movie franchises. However, this industry is highly competitive and dominated by a few key players. Sustaining the growth of this market will depend on large toy companies responding quickly to changing consumer preferences and smaller players carving out niche areas for themselves in a busy category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Lego

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Jakks Pacific

MGA Entertainment

Key Players

Mattel

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