

Traditional Toys and Games - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Toys and games remain very relevant to consumers, but while gifting – especially for children – drives sales, many are shopping the category for other reasons, including for adult recipients. Where and how most consumers fulfill their toy purchases remains in flux, with competitive changes impacting the category and providing retailers a chance to win more shoppers."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- Increased online shopping creates new challenges for toy retailers and manufacturers
- Not all consumers are comfortable with generic or unknown brands

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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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