

Toy Retailing - UK - March 2019

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

There are, therefore, opportunities for toy retailers to make the in-store shopping experience more experiential in order to encourage families to see them as a destination venue and a fun alternative to online shopping, which is a merely transactional experience.

- Who has benefited from the demise of Toys R Us?
- Ways to win in the toy market
- The gender problem that prevails in the toy industry



“The toy retail landscape has seen huge changes over the last year with the loss of Toys R Us. Since its demise many retailers have been fighting to claim their piece of the pie. Given that as many people buy toys online as they do offline, Amazon is one of the retailers that gained the most from the loss of the retailer, as many feel that buying toys online gives them access to better prices.”

– Chana Baram, Retail

Analyst

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