

# Reimagining Licensing in Toys and Games: The Rise of New Players, Challenges for Established Powerhouses

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## INTRODUCTION

Scope

Key findings

## SETTING THE SCENE

Licensing is among the key drivers of industry growth

Housebound consumers look to technology for recreation in 2020

Established powerhouses have the upper hand in a growing industry

Digital engagement and entertainment will transform toys and games

## NEW ROUTES TO CONSUMERS

Hasbro seeks new route to consumers via eOne acquisition

YouTube “kidfluencer” brands strike gold with new toy licensing deals

Animated films an increasingly lucrative vehicle for toy licensing...

...but is it the beginning of the end for the cinema?

Growing spending on streaming services globally

Streaming landscape becoming more crowded

The world’s largest licensor pivots to streaming

Anime: a new generation challenges established legacies

Licensing opportunities are endless in video games, especially Fortnite

## FUN DOESN'T GET OLD

“Kidults” is already a lucrative market in Asia Pacific, especially Japan

LEGO sets its sights on stressed-out adults

“Funkomania”: a true obsession for adult collectors

The return of family fun night? At least through 2021

## A NEW GENERATION OF GIRL POWER

Entertainment and licensed toys as a vehicle for gender equality

No box office premiere? Hasbro, Funko and Mattel plough forward

Mattel: reimagining the Barbie brand

Toys and games explore emotion and wellbeing during the pandemic

## STRATEGIC TAKEAWAYS

Key takeaways: path to successful licensing strategies

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/reimagining-licensing-in-toys-and-games-the-rise-of-new-players-challenges-for-established-powe/report](http://www.euromonitor.com/reimagining-licensing-in-toys-and-games-the-rise-of-new-players-challenges-for-established-powe/report).