

# Toys and Games: Quarterly Statement Q1 2021

April 2021

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Scope

Key findings

## Q1 TOYS AND GAMES UPDATE

Q1 update mainly aligns with earlier expectations for 2021 and long term

Pessimistic vs optimistic outlook: Threats to trajectory of the recovery

Recovery tracker: Protracted slump in Brazil vs recovery in China

Income elasticities among factors to shape path to recovery

Mattel focuses on core strengths and new content to drive growth

Hasbro leans strongly on licensing

LEGO receives rewards and sees success across age groups

Family fun nights still on the agenda in 2021

Video games eco-system continues to push industry to new heights

Video games consoles growth supported by new releases

Video games and broader wellness strategies during and post-pandemic

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## Q1 MACROECONOMIC UPDATE

Global baseline outlook: Downside risks to the recovery have declined

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Real GDP annual growth forecasts and revisions from last quarter, AE (% , percentage points)

Real GDP annual growth forecasts and revisions from last quarter, EMDE (% , percentage points)

COVID-19 scenarios summary

## ABOUT OUR INDUSTRY FORECAST MODEL

Euromonitor International and COVID-19: Forecasts and analysis

About Euromonitor International's Industry Forecast Model

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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