

Playtime at the Movies: How Big Screen Features Propel Toy Sales

October 2023

Table of Contents

INTRODUCTION

Scope

Examining trends shaping toys and games adaptation to screens

Toys and games beyond cinema

STATE OF PLAY

Factors pushing the digitalisation of toys

Brand expansion and story telling

Rise of Gamers

Slowing growth of traditional toys and games

Contrast between traditional toys and video games

Traditional toys and games brands value lies in its core performing brackets

More people are watching shows and movies at home post-pandemic

Intensive competition for video streaming subscribers

Kidults are willing to pay for digital services

Time is spent on digital platform every day

Playing video games a popular home leisure activity in 2023

Digital content helps popular franchises gain shares in games and puzzles

Film franchises keep superheroes flying high

SPOTLIGHT: TOYS AND GAMES ON SCREEN

Case study: Hasbro - My Little Pony - a new generation

Case study: Spin Master's PAW Patrol targeting Gen Alpha

Case study: Mattel - Barbie

Case study: Nintendo - The Super Mario Bros. Movie

KEY TAKEAWAYS

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/playtime-at-the-movies-how-big-screen-features-propel-toy-sales/report.