Hasbro Inc in Toys and Games (World)

Global Strategy | 2024-08-13 | 42 pages | Euromonitor

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Report description:

Hasbro remains a leading player in traditional toys and games globally, enjoying market leadership in a number of categories, including games and puzzles. Its 2023 performance was negatively impacted by the loss of the Disney Princess licence as well as the sale of the eOne film and TV business in this year. However, the company's ongoing "Fewer, Bigger, Better" strategy is expected to put Hasbro in a stronger financial position in the medium to long term.

Euromonitor International's Hasbro Inc in Toys and Games (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Toys and Games industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Toys and Games market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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