

Mattel Inc in Toys and Games (World)

Global Strategy | 2024-08-06 | 37 pages | Euromonitor

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Report description:

The year 2023, particularly around the movie's summer release, saw the hype levels for the Barbie film move into overdrive. However, while Barbie contributed to a strong performance by Mattel in 2023, Hot Wheels was recording stronger percentage growth and the return of Disney Princess and Frozen provided a major boost to actual sales growth. Mattel is expected to continue expanding into the entertainment world with more movies, films and console/PC games featuring its IPs in the coming years.

Euromonitor International's Mattel 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.

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