

# Toys and Games: Quarterly Statement Q4 2020

December 2020

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Scope

Euromonitor International and COVID-19: forecasts and analysis

Toys and Games: COVID-19 data and reporting timeline

Key findings

## DRIVERS

Four drivers for toys and games under COVID-19

Soft drivers: How we quantify COVID-19-specific effects in the model

Soft drivers outweigh income elasticities in markets like the US

Americans are spending their stimulus cheques on non-essentials

US 2020 holiday sales drivers: click and collect and experiential marketing

## MACROECONOMIC UPDATE

Summer was more optimistic, but the pandemic starts the second wave

In our baseline view, economies start rebounding in 2021

Three scenarios examining the impact of a more severe outbreak

Our view in short

Forecast real GDP growth in 2020 under different scenarios

## Q4 TOYS AND GAMES UPDATE

COVID-19 impact on the toys and games industry

Traditional toys slows in 2020 due to China, but some categories thrive

Video games growth accelerated globally by hometainment

Positive drivers of growth weigh in heavily

China: recovery expected after tumultuous 2020

US: hometainment, licensing and value-added products drive growth

LEGO: innovation and customer engagement on multiple platforms

Hasbro: offering digital solutions to meet COVID-19 challenges

Licensing surges ahead in 2020 and remains a viable strategy for growth

Social media: Facebook and YouTube popular in homes with children

Smaller businesses and retailers tap into the livestreaming trend

Channel shifts and adopting an omnichannel approach in 2020

## OPPORTUNITIES AND CONCLUSION

Short-term vs long-term opportunities

Virtual worlds beyond entertainment

Omnichannel approach vital to stay competitive

## ABOUT OUR ANALYTIC CAPABILITIES

About Euromonitor International's Industry Forecast Model

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/toys-and-games-quarterly-statement-q4-2020/report](http://www.euromonitor.com/toys-and-games-quarterly-statement-q4-2020/report).