



**Euromonitor
International**

Play Reimagined: New Revenue Streams for Toy Companies

October 2024

EXECUTIVE SUMMARY

Why read this report?

EXECUTIVE SUMMARY

Key findings

INTRODUCTION

Digital transformation can help drive new revenue streams for toy companies

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Traditional toys offer a sensory experience that cannot be replicated by video games

Leading toy manufacturers struggle for growth after pandemic highs

Toy manufacturers pivot into entertainment companies in the new world of play

How toy companies can grow their revenues

NEW BUSINESS MODELS

Exploring new business models to exploit more revenues from IPs

Toy companies are not maximising their brand values from licensing

Licensing superheroes: Marvel's partnership with Myprotein

C2M harnesses customers' insights for toy manufacturing and foster stronger brand loyalty

Hasbro Lab uses crowdfunding to increase customers' engagement and grow its revenue

Toy companies need to cater to affluent older consumers

Older consumers are avid gamers and play games for enjoyment

DIGITALISATION OF PLAY

Shifting from physical toys to interactive play

High usage of technology will drive the proliferation of smart toys

Security and privacy concerns restrict smart toys growth

Robotic companion for pets can be a lucrative white space with fewer legal landmines

Socialising online becomes the norm especially among younger generations

The popularity of mobile games will usher in an era of gamification

Cultivating a lifelong habit by making brushing fun and motivating

EXPERIENTIAL PLAY

Engaging experiences pivotal in driving customer engagement and brand loyalty

Subscription services can unlock value for parents and manufacturers

LG's transformation into a smart life solution provider

Experience Seekers will help propel sales of toys from physical stores

Experiential retailing helps Hamleys attract high spending Experience Seekers

The metaverse increases brand engagement and enhances path to purchase

Metaverse to drive sales of physical toys while engaging fans in the digital domain

CONCLUSION

Recommendations/Opportunities for growth

CONCLUSION

Play reimagined: From toys to entertainment to experience

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/play-reimagined-new-revenue-streams-for-toy-companies/report.