



**Euromonitor  
International**

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

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## 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

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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](https://www.euromonitor.com/playtime-at-the-movies-how-big-screen-features-propel-toy-sales/report).