

Podcast | YouTube 'Unboxed' Videos Could Be Secret Formula for Selling Toys

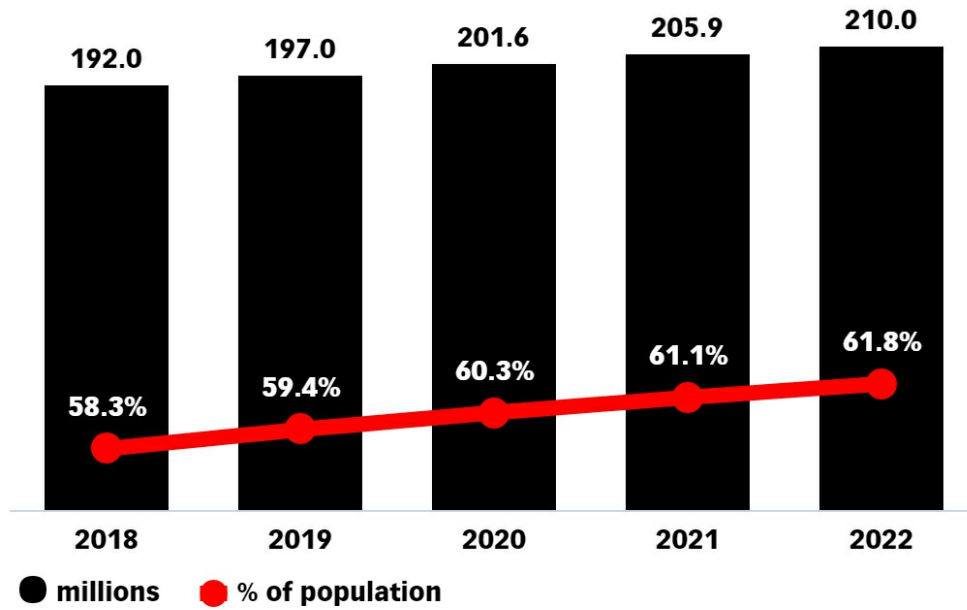
AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Andrew Lipsman talks about how retailers are capitalizing on YouTube's unique relationship with younger audiences through the "unboxing" phenomenon.

YouTube Viewers

US, 2018-2022



Source: eMarketer, November 2018

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