

DUNGEONS & DRAGONS

Sales Guide

What is Dungeons & Dragons?

D&D is the most popular roleplaying game in the world. Since its inception in 1974, D&D continues to grow as global brand and maintains a foothold in popular culture.

About Dungeons & Dragons

D&D is a cooperative storytelling game that harnesses your imagination and invites you to explore a fantastic world of adventure, where heroes battle monsters, find treasures, and overcome quests.

FRANCHISE POPULARITY



50 MM+
FANS WORLDWIDE



127MM+
HOURS OF D&D CONTENT

+300%

SALES OF INTRODUCTORY
BOXED PRODUCT IN 2019

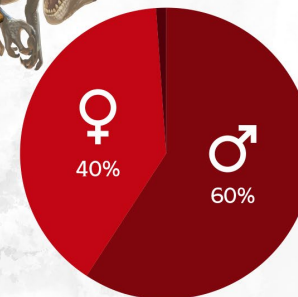
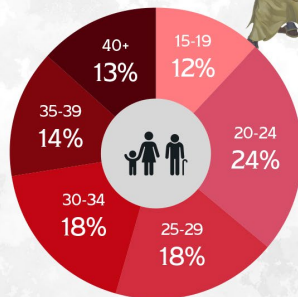


19MM+

HOURS WATCHED
ON TWITCH IN 2019



D&D COMMUNITY



<1%
Other/
Non-binary

D&D IS POP



the **BIG BANG THEORY**



Rick and Morty



STRANGER THINGS

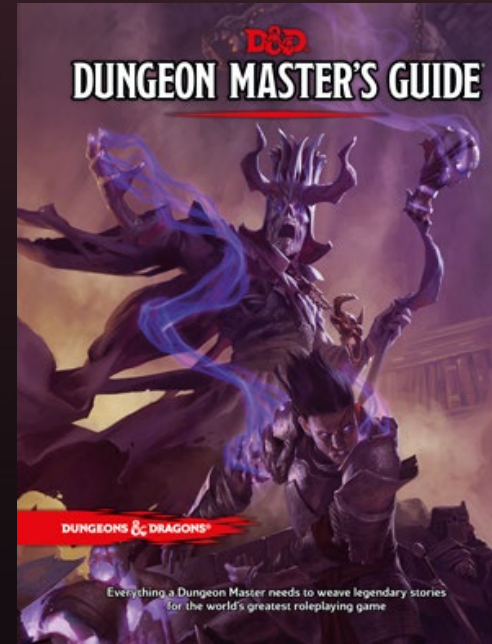
PRODUCT PATH



Jump into Adventure
for 2+ players



Grow your
play experience



The ultimate resources for
creating your world



Populate your world with
deadly monsters

CORE PRODUCT LINE

Essential Kit



The perfect acquisition SKU for new players

IDEAL FOR

New to D&D
Casual Fan
Engaged Fan
Collector
Gift Buyer

[Learn More!](#)

Player's Handbook



Everything a Player needs to create heroic characters

IDEAL FOR

New to D&D
Casual Fan
Engaged Fan
Collector
Gift Buyer

[Learn More!](#)

Dungeon Master's Guide



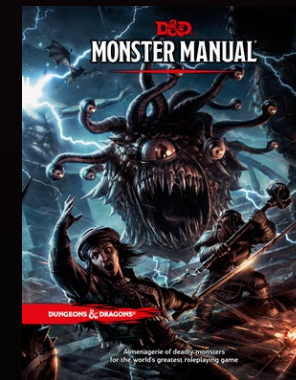
Everything a Dungeon Master needs to create legendary stories

IDEAL FOR

New to D&D
Casual Fan
Engaged Fan
Collector
Gift Buyer

[Learn More!](#)

Monster Manual



A menagerie of deadly monster to defeat

IDEAL FOR

New to D&D
Casual Fan
Engaged Fan
Collector
Gift Buyer

[Learn More!](#)

ESSENTIAL KIT



THE PERFECT ACQUISITION SKU FOR NEW PLAYERS

EVERYTHING YOU NEED: Includes an introductory rulebook, an adventure book, 6 blank character sheets, a dungeon master screen, 11 dice, a double-sided map, and 81 cards for the magic items and sidekicks featured in this adventure.

DESIGNED FOR 2 - 6 PLAYERS: The first official D&D 5th edition product designed to support play with 1 Dungeon Master and 1 player thanks to the introduction of sidekicks. The perfect way to discover D&D with a friend, your partner or your child!

EXPLORE MORE ADVENTURE: After starting with the D&D Essentials Kit you can continue your journey with Core Rulebook including The Player's Handbook, Monster Manual and Dungeon Master's Guide.

PLAYER'S HANDBOOK



EVERYTHING A PLAYER NEEDS TO CREATE HEROIC CHARACTERS FOR THE WORLD'S GREATEST ROLEPLAYING GAME

BUILD YOUR CHARACTER: This rule book gives you all you need to build your D&D characters, outlines the rules for roleplaying and combat as well as giving a directory of over 350 spells with descriptions and illustrations.

CREATE INFINITE CHARACTERS: Whether you're creating an elvish cleric, driven from society for trespassing on tradition, a dwarven paladin, atoning for an dubious past, the Player's Handbook provides the skeleton for your characters.

ESSENTIAL TOOLS: The Player's Handbook is one of the three main Dungeons & Dragons books, along with the Monster Manual and the Dungeon Master's Guide. The Player's Handbook is the cornerstone. It's the foundational text of D&D's Fifth edition—for beginners and for veterans alike

DUNGEON MASTER'S GUIDE



EVERYTHING A DUNGEON MASTER NEEDS TO WEAVE LEGENDARY STORIES FOR THE WORLD'S GREATEST ROLEPLAYING GAME.

GUIDE ADVENTURERS: This guide contains all the rules and inspiration you need for running your own adventures. This includes guidelines for non-player character creation, over 240 magic items with descriptions, lore, and illustrations and dozens of tables to inspire in-game outcomes.

IMMERSE YOUR PLAYERS: What's the demon lord's secret weakness? Are the orcish invaders a criminal enterprise, or traitorous allies? Dozens of tables throughout the book help inspire your decisions and keep the game flowing smoothly.

ESSENTIAL TOOLS: The Dungeon Master's Guide is one of the three main Dungeons & Dragons books, along with the Player's Handbook and Monster Manual. It's a reference used by the Dungeon Master (the game's narrator) to create adventures—to run Dungeons & Dragons games and fill them with characters and stories.

MONSTER MANUAL



A MENAGERIE OF DEADLY MONSTERS FOR THE WORLD'S GREATEST ROLEPLAYING GAME.

FILL YOUR GAME WITH MONSTERS: Inside you'll find guidelines for populating your adventures with iconic D&D monsters. There are over 150 monsters illustrated in vivid colour, over 400 tables with rules for each monster as well as the history and lore to inspire your adventures

BRING THE STORY TO LIFE: Good for players to know their enemies, and for dungeon masters to populate their challenging adventures.

ESSENTIAL TOOLS: The Monster Manual is one of the three main Dungeons & Dragons books, along with the Player's Handbook and the Dungeon Master's Guide. It's an essential resource for Dungeon Masters to use in populating any type of challenge they might contrive for their players

MERCHANDISING

Product Dimensions



1 Essentials Kit

Jump in Adventure for 2+ players



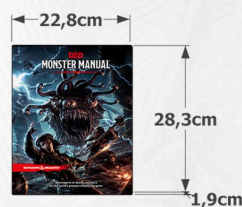
2 Player's Handbook

The primary book for D&D players



3 Dungeon Master's Guide

The ultimate resources for creating your world



4 Monster Manual

Populate your world with deadly monsters

Recommended Planogram



Eye Level

- Highlighting Essential Kits
- Player's handbook at eyes level
- Optimized Space
- Eye catching display



For information on merchandising, please read our Dungeons & Dragons Merchandising Guide!