

Toys and Games: Market Research Report

<https://marketpublishers.com/r/T8E0F999E26EN.html>

Date: April 2018

Pages: 542

Price: US\$ 5,600.00 (Single User License)

ID: T8E0F999E26EN

Abstracts

This report analyzes the worldwide markets for Toys and Games in US\$ Million by the following Product Types: Games and Puzzles, Infant and Preschool, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride-Ons, Soft/Plush Toys, and Other Toys and Games.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America. Annual estimates and forecasts are provided for the period 2016 through 2024.

Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 192 companies including many key and niche players such as

-

Dream International Limited

Hasbro, Inc.

Integrity Toys, Inc.

JAKKS Pacific Inc.

KNEX Limited Partnership Group

LEGO Group

Contents

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW

Toys and Games – Not Just 'Playthings'

Down the Time Lane

Global Toys and Games Market Scenario

Current and Future Analysis

Inherent Swings Typify Toys and Games Market

Interactive Toys Seizing Market Share at the Cost of Traditional Toys and Games

Demographics Determine Market Growth

Seasonality in Toy Sales – The 'Christmas Factor'

Dynamic Fashion Trends Make Demand Unpredictable

Competitive Scenario

Table 1. Leading Players in the Global Toys and Games Market (2013, 2015 & 2017E):
Percentage Breakdown of Value Sales for Hasbro, Lego, Mattel and Others (includes
corresponding Graph/Chart)

LEGO Endures US Slowdown, Focuses on Expansion

Table 2. Ad and Marketing Spending of Leading Players in Toys and Games Market -
Hasbro, LEGO and Mattel for Years 2013 & 2016 (includes corresponding Graph/Chart)

Increasing Number of Cross Industry Partnerships

Problems Associated with Outsourcing of Production to Low Cost Countries

New Toy Design Ideas Come Mostly from Freelance Inventors

Distribution Channel Analysis

Mass Merchandisers Take the Lead

Fragmented Retail Channels – Major Obstacle in Emerging Markets

Online Channels Open New Avenues in Toys Sales

Regulatory Scenario in Key Markets

US

European Union

Japan

Trade

Safety and Environmental Protection Requirements – New Challenges for Toy Exporters

2. DRIVERS, TRENDS AND ISSUES

Key Global Trends

Innovation Propelling Growth

Movies, Cartoons and Toys – A Profitable Equation

Growth Trends in Emerging Markets

Expanding Population Spells Opportunities for the Market

Table 3. World Population by Geographic Region (2000-2050) (in Millions) (includes corresponding Graph/Chart)

Growing Middle Class Population & Rising Disposable Incomes Promise Growth

Table 4. Global Middle Class Population by Geographic Region: Percentage Share Breakdown for Years 2010, 2020 & 2030 (includes corresponding Graph/Chart)

Urbanization: A Mega Trend

Table 5. Percentage of Urban Population in Select Countries (2010 & 2050) (includes corresponding Graph/Chart)

Active and Classic Toys Move at a Steady Pace

Toy Licensing Gains Prominence

Impact of 3D Printing on Toy Companies

DIY 3D Printing Poses Significant Threat to Toys and Games Market

Changing Concepts for Girls' Toys

Outdoor and Sports Toys Attract Parents

Toys as Collectibles – A Growing Trend

Run Away Success of New Characters and Reality Television Shows
Educational Toys Market on the Rise
STEM-Themed Toys Spurs Growth in Educational Toys Market
STEAM Extends to STREAM
Innovation: The Key to Success in Educational Toys Market
Construction Craze
Electronic and Intelligent Toys-Transforming Education
Virtualization of Toys – A New Tech Driven Strategy
Growing Preference for Advanced Toys Adversely Impacts Growth Prospects
Fidget Spinners – The New Hand Toy Top Hogging Limelight
Craze Turns into Menace and Panic

3. SEGMENTAL ANALYSIS

Games and Puzzles

Traditional Games Continue to Interest Children in the Video Game Era

The Return of Board Games

Move towards Digitization – A Challenge to Overcome

Creators of Traditional Games Ally with Digital Game Developers to Stay Relevant

Manufacturers take Technology Infusion into Games to the Next Level

Market Trends

Infant and Preschool Toys

Factors Influencing Infant and Preschool Toy Demand

Latin America and Asia-Pacific to Showcase Impressive Growth

Activity and Construction Toys

Construction Toys – It's a Boy Thing

Leading Brands in the Market

Dolls and Action Figures

Dolls and Action Figures – A Leading Traditional Toy Segment

Controversies and Growth go Hand-in-Hand in the Dolls Market

Doll Manufacturers Diversify

Dolls Increasingly Used as a Medium to Spread Social Awareness

Life-Like Interactive Dolls – Capturing Fancy of All

Barbie: Mattel's Trump Card

Soft and Plush Toys

Soft and Plush Toys Still Popular for Gifting Purposes

Infant Plush Toys in Demand

Winter Witnesses Highest Sales

Popularity Grows for Soft Toy Replicas of Endangered Species

Sports Mascots also Drive Growth

4. PRODUCT OVERVIEW

5. PRODUCT INNOVATIONS/INTRODUCTIONS

UNO Rolls Out UNO ColorADD

ZURU Rolls Out Series 2 of Hamsters in a House

VTech Launches Range of Infant, Baby, Toddler and Preschool Toys

LeapFrog Launches New Collection of Infant and Preschool Learning Toys

Merge Debuts Merge Cube at Walmart

JAKKS Pacific Launches JAKKS Care Package

Spin Master Unveils Pre-school Toy Line

Mattel and WWE Launch Girls' Fashion Dolls Line

Spin Master Rolls Out Hatchimals and PAW Patrol Toys in China

Playtime PR Introduces Two New Games - Woofy Woops and Spin to Sing

Moose Games to Launch Flipside

LeapFrog Unveils New Toys in Infant and Preschool Toy Collection

LeapFrog Introduces LeapPad Ultimate

VTech and LeapFrog Launch Pop-a-Balls

Wannable' and Buffalo Games Unveils New Line of Preschool Games and Puzzles

Jakks Pacific Rolls Out Cuppatinis Range of Dolls

Merge Rolls Out Holocube

Fisher-Price Unveils Think & Learn Smart Cycle

MGA Entertainment Introduces Num Noms

LeapFrog Introduces LeapStart Interactive Learning System

LeapFrog Rolls Out Three New Toys

Barbie Honors Female Heroes with New Misty Copeland Doll

JAKKS Pacific Launches Warcraft-Inspired Toys

American Girl Debuts Premium Construction Toys for Girls

Hasbro Introduces My Little Pony-Inspired Toys

VTech Adds New Products to Baby Amaze Baby Doll Line

VTech Expands Infant and Preschool Product Range

Playmates and DreamWorks to Launch New Toy Line

Warner Bros Releases Three New Games and Puzzles

Alex Brands Unveils New products at Toy Fair 2016

Funnybone Toys Launches New Products

Barbie Expands Fashionistas Line

LEGO Introduces LEGO Dimensions

MGA Rolls Out Project Mc?
MGA Relaunches Bratz Fashion Doll Franchise
Funko Unveils Dorbz Vinyl Toys
Little Tikes Launches New Toys for Active Play
MGA Rolls Out Three New Lalaloopsy Products
Smart Toys and Games Launches New Brain-Building Games
MGA Entertainment Unveils New Fashion Doll Line
Little Tikes Introduces New Toys for 2015
MGA Entertainment Unveils Hispanic Inspired Doll Collection
Alex Brands Unveils New Collections
Alex Brands Introduces New World of ZOOB Line
Ravensburger Unveils New Puzzle Collection for Adults
Simba Toys Unveils Safiras Collection
VTech Unveils New Learning Products for Children
VTech Adds New Collections to its Friends and Animals, Go! Go! Smart Wheels Lines
VTech Unveils Flipsies Collection for Girls
VTech Unveils Kidizoom
K'NEX Unveils K-FORCE
K'NEX Reveals New Collections
Hasbro Unveils New Playskool Line
Disney Unveils 'LINE: Disney Tsum Tsum'
LeapFrog Unveils LeapTV
Sago Sago Introduces New Plush Toy Line Reflecting Sago Mini Characters
Sanrio Unveils New Lineup of Products
Mattel Launches New Toy Lineup
Nickelodeon Rolls Out Dual-Language Preschool Learning Toys Inspired by Dora the Explorer
Reeves Launches Partnership with Wow Toys by Unveiling Two Brand New Lines
BioWare Rolls Out Dragon Age: Inquisition
Hasbro Introduces Toy Box Tools
K'NEX Introduces "LINCOLN LOGS Play it Forward" Sweepstakes
K'NEX Introduces New Additions
K'NEX Launches New Additions of K'NEX Building Sets Line
K'NEX Rolls Out First Line of Titanfall Building Sets
K'NEX Joins Hands with PopCap Games, Introduces First Line of Plants vs. Zombies Building Sets
K'NEX Rolls Out New Additions to Super Mario Building Sets
K'NEX Unveils 25 New Products
Playmates Toys Unveils New Toy Line Based On the TMNT Movie

6. RECENT INDUSTRY ACTIVITY

JAKKS and Disney Sign Deal Toy Licensing for Incredibles

Acamar Extends Toy Licensing Deal with Fisher-Price

Bigjigs Takes Over Didicar Brand

Aristocrat Acquires Plarium

Spin Master Takes Over Aerobie

Spin Master Inks Partnership with Feld Entertainment

Hape Takes Over Marbel Toys

JAKKS Pacific and Chicco Sign Agreement

Funnybone and FoxMind Merge

SpinMaster Acquires Marbles

Privet Capital Takes Over Vivid Toy Group

VTech Merges with LeapFrog

Disney Buys MakieLab

VTech and LeapFrog Sign Strategic Partnership

Mattel Inks Partnership with Alibaba

Psyonix and Zag Toys Sign Exclusive Partnership Deal

Funko Buys Underground Toys

Mattel Inks Strategic Deals with Two Korean Toy Companies

PlayMonster Acquires Automoblox

American Girl Partners with Toys'R'Us

Spin Master Acquires Swimways

Starbreeze Takes Over ePawn

JAKKS Pacific Inks Distribution Agreement with Headstart Sign

SpinMaster Takes Over Toca Boca

VTech Acquires LeapFrog

MGA Entertainment Partners with Toymith

McFarlane's Toys Teams Up with Respawn

Patch Products Acquires Roominate

Mattel Buys Fuhu

PBS Kids and Whole Foods Market Join Hands for PlanToys

Disney Consumer Products and Disney Interactive Merge

McFarlane Toys Partners with HBO Global Licensing

Spin Master to Buy Cardinal Industries

Propel Equity Partners Acquires Juratoys

JAKKS Pacific Inks Agreement with LAFIG and Sony Pictures Consumer Products

Spiral Toys Partners with Jay@Play and On Demand Global for Interactive Toys

Ravensburger Acquires BRIO

LEGO Group Partners with Warner Bros to Launch Lego Building Sets Inspired by Classic Animated Series Scooby-Doo

Hasbro Calls on Transformers Fans for New Character Designs

JAKKS Pacific Signs Licensing Agreement with Sony Pictures Consumer Products and LAFIG for Smurf-Tastic Toys

JAKKS Pacific Obtains Licensing Rights for Warcraft

JAKKS Obtains Licensing Agreement for Halo from Microsoft Studios

Hasbro Plans to Buy DreamWorks Animation

Goliath Takes Over Pressman Toy

Rocap Acquires Spiral Toys

Starbreeze Takes Over Geminose

Mattel Acquires MEGA Brands

Asmodee Announces Merger Plans With Fantasy Flight

P. S. XO Joins Hands with Seedling

University Games Takes Over Briarpatch

Propel Equity Acquires Assets of Summit Products

Hasbro Inks Deal With Disney Hasbro

3D SYSTEMS CO-VENTURES WITH HASBRO

Scientific Games Expands License Deals with Hasbro

JAKKS Secures Licensing Deal with Microsoft Studios

JAKKS Enters Into Joint Venture with Meisheng Culture

Disguise Secures Licensing Agreement with DreamWorks Animation

JAKKS Signs Agreement with SKECHERS

JAKKS Inks Licensing Agreement with Nickelodeon

Sanrio Joins Hands with Select Los Angeles Restaurants to Launch Hello Kitty's Hungry Hunt

Playmates Joins Hands with Nickelodeon to Expand Teenage Mutant Ninja Turtles Toy Line

7. FOCUS ON SELECT PLAYERS

Dream International Limited (Hong Kong)

Hasbro, Inc. (USA)

Integrity Toys, Inc. (USA)

JAKKS Pacific Inc. (USA)

Kids II, Inc. (USA)

K'NEX Limited Partnership Group (USA)
LEGO Group (Denmark)
Mattel, Inc. (USA)
Fisher-Price, Inc. (USA)
MEGA Brands, Inc. (Canada)
MGA Entertainment, Inc. (USA)
NAMCO BANDAI Holdings Inc. (Japan)
Playmates Toys, Inc. (USA)
Ravensburger AG (Germany)
Sanrio Company Ltd. (Japan)
Tarata Toys Ltd. (New Zealand)
TOMY Company, Ltd. (Japan)
VTech Holdings Limited (Hong Kong)
LeapFrog Enterprises, Inc. (USA)

8. GLOBAL MARKET PERSPECTIVE

Table 6. World Recent Past, Current & Future Analysis for Toys and Games by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 7. World Historic Review for Toys and Games by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 8. World 14-Year Perspective for Toys and Games by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Market by Product Type

Table 9. World Recent Past, Current & Future Analysis for Games and Puzzles by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding

Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 10. World Historic Review for Games and Puzzles by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 11. World 14-Year Perspective for Games and Puzzles by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 12. World Recent Past, Current & Future Analysis for Infant and Preschool Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 13. World Historic Review for Infant and Preschool Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 14. World 14-Year Perspective for Infant and Preschool Toys by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 15. World Recent Past, Current & Future Analysis for Activity and Construction Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 16. World Historic Review for Activity and Construction Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales

Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 17. World 14-Year Perspective for Activity and Construction Toys by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 18. World Recent Past, Current & Future Analysis for Dolls and Action Figures by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 19. World Historic Review for Dolls and Action Figures by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 20. World 14-Year Perspective for Dolls and Action Figures by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 21. World Recent Past, Current & Future Analysis for Vehicle Toys and Ride Ons by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 22. World Historic Review for Vehicle Toys and Ride Ons by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 23. World 14-Year Perspective for Vehicle Toys and Ride Ons by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American

Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 24. World Recent Past, Current & Future Analysis for Soft/Plush Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 25. World Historic Review for Soft/Plush Toys by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 26. World 14-Year Perspective for Soft/Plush Toys by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 27. World Recent Past, Current & Future Analysis for Other Toys and Games by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 28. World Historic Review for Other Toys and Games by Geographic Region/Country - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 29. World 14-Year Perspective for Other Toys and Games by Geographic Region/Country - Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market Analysis

Current and Future Analysis
US Toy Industry – Quick Facts
Increased Focus on License Acquisitions
Ethnic Groups and Multicultural Toys
Cyclical Nature of Toy and Games Demand
Companies Move Manufacturing Base to Low Cost Countries in Asia
Hobby and Toy Stores: A Perspective
The Distribution Landscape

Table 30. US Distribution of Toys and Games by Type of Retailer (2017E): Percentage Breakdown of Sales Value for Department Stores, General Merchandizers, Mail Order, Mass Merchandizers / Discounters, Toy Specialists and Others (includes corresponding Graph/Chart)

Retailing Snapshots
Role of Supercenters in the Retail Sector
Rising Popularity of E-tailers
Consumer and Retail Trends
The Dominance of Mass Retailers
'Seasonality Factor' Impacts Business
The Grandparent Effect
Consumers Become Tech Savvy
Manufacturers Transforming Traditional Games into Digital Games
Technology Usage Increasing in Traditional Games
Segmental Trends
Infant and Preschool Toy Trends
Dolls and Action Figures
Regulatory Scenario
The Consumer Product Safety Improvement Act of 2008
Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics

Table 31. US Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys

and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 32. US Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 33. US 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

2. CANADA

A. Market Analysis

Current and Future Analysis

Market Snapshots

Puzzle Games on the Rise in Canada

Canadian Parents Spend More on Child

Toy Industry Overview

Competitive Landscape

Regulatory Overview

Product Launch

Strategic Corporate Developments

Key Player

B. Market Analytics

Table 34. Canadian Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft / Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 35. Canadian Historic Review for Toys and Games by Product Type - Games and

Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 36. Canadian 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

3. JAPAN

A. Market Analysis

Current and Future Analysis

Market Overview

Classification of Toys and Games by Category

Categorization of Toys and Games by Consumer Segment

Declining Birth Rate, a Major Hurdle

Cyclicity of Demand

Online Shopping – The New Way to Shop

Product Launch

Key Players

B. Market Analytics

Table 37. Japanese Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 38. Japanese Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 39. Japanese 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4. EUROPE

A. Market Analysis

Current and Future Analysis

European Toy Industry Fact Sheet

The European Toy Industry – Analyzing Differences across Countries

Distribution Channels

Table 40. European Distribution of Toys and Games by Type of Retailer (2017E): Percentage Breakdown of Sales Value for Department Stores, Food/Hyper Markets, General Merchandize, Mail Order, Toy Specialists and Others (includes corresponding Graph/Chart)

The European Union Toy Safety Directive

B. Market Analytics

Table 41. European Recent Past, Current & Future Analysis for Toys and Games by Geographic Region/Country - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 42. European Historic Review for Toys and Games by Geographic Region/Country - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 43. European 14-Year Perspective for Toys and Games by Geographic Region/Country - Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 44. European Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 45. European Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 46. European 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4A. FRANCE

A. Market Analysis

Current and Future Analysis

Market Overview

Market Snapshots

Traditional Toys Witness Promising Sales despite Market Saturation

Varying Consumer Cycles Mark the Industry

The Retail Scenario

Strategic Corporate Developments

B. Market Analytics

Table 47. French Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 48. French Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 49. French 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4B. GERMANY

A. Market Analysis

Current and Future Analysis

Market Overview

German Toy Industry Trends in a Nutshell

Race between Specialist Stores and Internet Retailing

Product Launches

Key Player

B. Market Analytics

Table 50. German Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 51. German Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 52. German 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool

Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4C. ITALY

A. Market Analysis

Current and Future Analysis

Market Overview

Seasonality Plays a Major Role

Consumer Habits and Preferences

Traditional Stores Struggle to Maintain Ground

B. Market Analytics

Table 53. Italian Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 54. Italian Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 55. Italian 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4D. THE UNITED KINGDOM

A. Market Analysis

Current and Future Analysis

Market Overview

Key Toy Industry Trends in the United Kingdom

Dolls Continue to Remain a Favorite

WWE Action Figures Wrestling it Out

Product Launch

Strategic Corporate Developments

B. Market Analytics

Table 56. UK Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 57. UK Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 58. UK 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4E. SPAIN

A. Market Analysis

Current and Future Analysis

Market Overview

Factors Influencing the Market

Sources of Supply

Legislative Issues

Consumer Lifestyle

Seasonality

Evolving Distribution Channels

B. Market Analytics

Table 59. Spanish Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 60. Spanish Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 61. Spanish 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4F. RUSSIA

A. Market Analysis

Current and Future Analysis

Market Overview

B. Market Analytics

Table 62. Russian Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 63. Russian Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years

2011 through 2015 (includes corresponding Graph/Chart)

Table 64. Russian 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

4G. REST OF EUROPE

A. Market Analysis

Current and Future Analysis

Focus on Select Regional Markets

Sweden

Poland

Netherlands

Product Launch

Strategic Corporate Developments

Lego Group (Denmark) – A Key Player

B. Market Analytics

Table 67. Rest of Europe Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 68. Rest of Europe Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 69. Rest of Europe 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and

2024 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

A. Market Analysis

Current and Future Analysis

Asia-Pacific – The Fastest Growing Market for Toys and Games

B. Market Analytics

Table 70. Asia-Pacific Recent Past, Current & Future Analysis for Toys and Games by Geographic Region/Country - China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 71. Asia-Pacific Historic Review for Toys and Games by Geographic Region/Country - China, India, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 72. Asia-Pacific 14-Year Perspective for Toys and Games by Geographic Region/Country - Percentage Breakdown of Dollar Sales for China, India, South Korea and Rest of Asia-Pacific Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 73. Asia-Pacific Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 74. Asia-Pacific Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 75. Asia-Pacific 14-Year Perspective for Toys and Games by Product Type -

Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

5A. CHINA

A. Market Analysis

Current and Future Analysis

Market Overview

Key Market Drivers

Rising Disposable Incomes Bode Well for Toy Industry

Shift to Sophistication

Deficit of Independent Brands: A Major Drawback

Opportunities Galore for Educational Toys in China

Growing Prominence of Preschool Education Bodes Well for Market

Adult Recreation and Entertainment – An Untapped Segment

Why Barbie Faltered in the Chinese Toy Market?

Traditional Toy Stores Dominate Sales Channels

Internet Retailing Gains Momentum

Growing Competition between Multinational and Homegrown Companies

Table 76. Leading Players in the Chinese Toys and Games Market (2017E):

Percentage Breakdown of Value Sales for Alpha Group, Hasbro, Lego Group, Mattel, Shanghai Yagi Playing Cards and Others (includes corresponding Graph/Chart)

Focus on Research and Development

A Peek into the Distribution Set-Up

Chinese Toy Industry Regulatory Regime – An Overview

Product Launch

Strategic Corporate Development

B. Market Analytics

Table 77. Chinese Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales

Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 78. Chinese Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 79. Chinese 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

5B. INDIA

A. Market Analysis

Current and Future Analysis

Outlook

Overview

Presence of a Large Unorganized Sector, a Blessing in Disguise for Foreign Giants

Infant Toys, the Fastest Growing Segment

Sky is the Limit for Barbie

Indianization of the Barbie: A Key Move

Demand for Hand-Crafted Dolls Falls

Onset of Online Retailing to Fuel Revenue Growth

Rise and Fall of Chinese Toys in the Indian Market

Soft Toy Makers Going the Green Way

Other Issues and Trends in Brief

Foray of International Toy Makers

Dumping of Chinese Toys and Games – A Major Concern

Price Conscious Consumers Prefer Low Priced Products

Competitive Landscape

Table 80. Leading Players in the Indian Toys and Games Market (2017E): Percentage Breakdown of Value Sales for Funskool, Mattel, My Baby Excel, Simba Dickie Group and Others (includes corresponding Graph/Chart)

Funskool India Ltd. – A Key Player

B. Market Analytics

Table 81. Indian Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 82. Indian Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/ Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 83. Indian 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

5C. SOUTH KOREA

A. Market Analysis

Current and Future Analysis

Challengers Brew in the Market

Growing Importance of Educational Products

Importance of Licensed Products

Strategic Corporate Development

B. Market Analytics

Table 84. South Korean Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding

Graph/Chart)

Table 85. South Korean Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 86. South Korean 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

5D. REST OF ASIA-PACIFIC

A. Market Analysis

Current and Future Analysis

Focus on Select Regional Markets

Australia

New Zealand

Taiwan

Product Launches

Strategic Corporate Developments

Key Players

B. Market Analytics

Table 87. Rest of Asia-Pacific Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 88. Rest of Asia-Pacific Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for

Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 89. Rest of Asia-Pacific 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

6. MIDDLE EAST & AFRICA

A. Market Analysis

Current and Future Analysis

Middle East Market – A Primer

Arab Girls Fond of Muslim Dolls

Growing Popularity of Educational Toys in Saudi

Non-Grocery Retailers Dominate Distribution

UAE Emerges as Lucrative Destination for Children’s Toys and Games Providers

Strategic Corporate Development

B. Market Analytics

Table 90. Middle East & Africa Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 91. Middle East & Africa Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 92. Middle East & Africa 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

7. LATIN AMERICA

A. Market Analysis

Current and Future Analysis

Huge Potential Market

Highly Fragmented Toy Industry

B. Market Analytics

Table 93. Latin American Recent Past, Current & Future Analysis for Toys and Games by Geographic Region/Country - Brazil, Mexico, and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 94. Latin American Historic Review for Toys and Games by Geographic Region/Country - Brazil, Mexico, and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 95. Latin American 14-Year Perspective for Toys and Games by Geographic Region/Country - Percentage Breakdown of Dollar Sales for Brazil, Mexico, and Rest of Latin American Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

Table 96. Latin American Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 97. Latin American Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 98. Latin American 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool

Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

7A. BRAZIL

A. Market Analysis

Outlook

Economic Woes Hamper Growth Prospects

B. Market Analytics

Table 99. Brazilian Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 100. Brazilian Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 101. Brazilian 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

7B. MEXICO

A. Market Analysis

Outlook

New and Innovative Products Drive Growth

Toys Imports Hurting Domestic Manufacturers the Most

B. Market Analytics

Table 102. Mexican Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 103. Mexican Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 104. Mexican 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)

7C. REST OF LATIN AMERICA

A. Market Analysis

Outlook

Overview of Select Regional Markets

Argentina

Chile

B. Market Analytics

Table 105. Rest of Latin American Recent Past, Current & Future Analysis for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2016 through 2024 (includes corresponding Graph/Chart)

Table 106. Rest of Latin American Historic Review for Toys and Games by Product Type - Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys,

Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)

Table 107: Rest of Latin American 14-Year Perspective for Toys and Games by Product Type - Percentage Breakdown of Dollar Sales for Games and Puzzles, Infant and Preschool Toys, Activity and Construction Toys, Dolls and Action Figures, Vehicle Toys and Ride Ons, Soft/Plush Toys, and Other Toys and Games Markets for Years 2011, 2017 and 2024 (includes corresponding Graph/Chart)III-157IV. COMPETITIVE

LANDSCAPE

Total Companies Profiled: 192 (including Divisions/Subsidiaries - 206)

The United States (96)

Canada (8)

Japan (4)

Europe (54)

France (2)

Germany (12)

The United Kingdom (22)

Italy (4)

Spain (4)

Rest of Europe (10)

Asia-Pacific (Excluding Japan) (43)

Middle East (1)

I would like to order

Product name: Toys and Games: Market Research Report

Product link: <https://marketpublishers.com/r/T8E0F999E26EN.html>

Price: US\$ 5,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T8E0F999E26EN.html>