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China Toys and Games Industry Outlook to 2017 - Advent of Mobile Online Games to Accelerate Market Growth

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Abstracts

The report titled “China Toys and Games Industry Outlook to 2017- Advent of Mobile Online Games to Accelerate Market Growth “ provides a comprehensive analysis of the market size of China toys and games industry, market segmentation of toys, games, online games by different categories on the basis of revenue. The report also entails the market share and company profiles of major international and domestic players and retailers in toys market and online games market in China. The report also provides the major trends and developments of the toy and games industry in China over the years. Future analysis of this market in the country is provided on the basis of revenue over the next five years along with the analysis of all the segments of the market.

With the rising income levels and improvement in the quality of life, the demand for toys among the Chinese people have transformed. There is a shift from traditional, battery-operated toys, construction sets and decorative toys towards unique and innovative electronic toys, intelligent and educational toys as well as plush toys and decorative fabric toys. The key growth drivers of the online games market are increasing use of internet, growth in the number of broadband subscribers over the years, rising personal computer sales, growing advertisements revenues, growth in the number of mobile internet users, diversified products portfolio. The online gaming market in China has grown at a stupendous rate of 30.3% over the period 2007-2012.

China toys and games market has expanded at an unparalleled growth rate over the last few years. The market for toys and games in China was valued at USD ~ million in 2012 as compared to USD ~ million in 2007. It has been able to withstand global economic crunch in the year 2009 and has grown consistently during the recessionary years.

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Toys consist of various categories such as constructions and building toys, dolls, electronic toys and remote controlled toys which contributed ~%, ~% and ~% respectively in the domestic market revenue in 2012. Whereas, games consists of two main types of games namely, online games and physical games. Online games are further segmented into sub segments such as client games (MMORPG) with a share of ~%, client games (others) accounting for ~%, web games and mobile games together accounting for ~% in market revenue in 2012.

It was observed that in 2012, online games contributed ~% to the overall games market in China while physical games held a market share of ~% in 2012. Online gaming market in China has been dominated by client games (MMORPGs) which held ~% of the market in 2012, followed by other client games which accounted for ~% share during the year.

Mattel holds the largest market share among all the leading brands in toys market in China with a share of ~%, followed by Hasbro with a contribution of ~%. Goodbaby is the third largest player with a share of ~% to the toys market in China. Lego and Takara Tomy are the other leading players in toys market with market shares of ~% and ~% respectively.

The online games market in China is dominated by Tencent with a share of ~% in the market in 2012. Netease was the second largest player in the market with ~ % share. Shanda and Changyou emerged as the leading players in the market and contributed nearly ~% and ~% to the online games market in China. Perfect World is the fifth largest player in the online games market in China with a share of ~% in 2012.

Key Topics Covered in the Report:

The market size of Domestic China Toys and Games Market, 2007-2012.

Market segmentation of China toys and games by toys and games.

Market segmentation of Toys market in China by Product Categories on the basis of revenue, 2007-2012

Market segmentation of Games market by Online and Physical Games, 2007-2012

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Market Segmentation of Online Games by type of games, 2007-2012

Market Segmentation of Online Games by age group, gender, genre, 2012

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Competitive Landscape of Leading players in toys market in China by International Manufacturers, Domestic Manufacturers and Retailers

Market share of leading players in the Online Games market in China, 2012

Company profiles of major players in China Online Games Market.

Trends and developments in Toys and Games market in China.

Future outlook and projections of the domestic toys market, toy exports, games market by online and physical games and categories of online games in China Toys and Games Market, 2013-2017

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About

By Product Categories, 2007-2012

On the basis of distinct product categories, the market for toys in China is segmented into various types of toys. There are different categories of toys available in the market in China but the major contributors to the market revenue are construction and … Plush toys or stuffed toys, action and toy figures, div toys, hobby model/vehicles toys and games and puzzles are also important … The largest contributor is the construction and building toys with a market share of ~% in 2012. … has performed exceptionally well historically over the years since 2007.

By Construction and Building Toys Introduction and Market Size, 2007-2012

Construction and Building Toys is the largest segment of toys market in China with the consumption share of ~% in 2012 and the market revenue amounting to USD ~ million during the year. … are sets of standardized pieces that allow for the construction of a variety of different models. It has been the largest contributor in the China toys market in terms of consumption over the years from 2007-2012. The market for such toys generated revenue worth USD ~ million in 2007 which further grew at rate of ~% in 2008…the market for construction and building toys amounted to USD ~ million and it further progressed at ~% in 2010. In 2011, the value sales of these toys reached USD ~ million.

The construction and building toys are expected to continue to dominate the market in China in the future as well. … is projected to grow and increase its market share in the next five years form 2013-2017. The revenue generated through the sale of construction and building toys is expected to reach USD ~ million in 2015 as compared to USD ~ million in 2012. Construction toys market in the country will benefit from market consolidation activities. Mega Brands Inc. and Mattel Inc. recently announced a multi-year global licensing partnership that leverages …

By Domestic Manufacturers, 2012

The toys market in China is largely unorganized with some major players including Guangdong Alpha Animation and Culture Co. Ltd, which held the largest market share of ~% in 2012. Apart from toys Guangdong is also involved into animation and it has a huge production capacity of producing … Xinghui Auto Model Co. Ltd. was the second

largest player in China toys market with a market share of ~% in 2012. ... held a share of ~% in the market in 2012, followed by Lung Cheong International Holding Limited capturing a share of ~% among the domestic toy manufacturers in the country in 2012. Goldlok specializes in plastic toys and has set up its own brand names with a variety of product collections … Lung Cheong is famous for manufacturing innovative products with the help of latest technology. … held the fifth largest position in the market with a share of ~% in 2012. It is China's largest manufacturer and supplier of infants and children toys.

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