

# Market Analysis of Stuffed Toys Industry in China 2015-2020

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## Abstracts

### INTRODUCTION

In recent years, with the demand for stuffed toys increasing, the sales of the industry grow as well. In 2014, the total sale of stuffed toys in China was RMB7.619 billion, grew by 3.5%. It is estimated that by 2020, the market scale of stuffed toys in China will reach RMB9.227 billion.

Stuffed toys are popular among children and young people. The functionality of stuffed toys has developed to be more than toys, but also serve as decoration, especially at home and in cars. With multiple functionalities and improved quality, the stuffed toys industry will face great opportunities in the future.

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