

Report on the Chinese 0~3-year-olds toy industry 2019-2023

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Abstracts

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The Chinese toy manufacturing industry has maintained positive development momentum with industry sales income rising every year. XX billion CNY of sales income in 2012 grew to XX billion CNY in 2018, a CAGR of XX%.

The average spending was 260 CNY for children's toys for 0-3-year-olds. The number of newborns has been rising steadily over the years, which is why the 0-3-year-olds toy market has been able to generate XX billion CNY in income over the years.

The importance of early education, the rising number of newborns and young parents has caused a surge in demand for such toy products, and therefore it is predicted that the market will reach a scale of XX billion CNY by 2023.

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