

Report on the Chinese Educational Toy industry 2019-2023

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Abstracts

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The modern Chinese toy industry was created during the late 80s. The success in economic development has led to massive strides in the toy economy and has secured China's position as both the largest manufacturer and exporter of toys in the world. Educational toys are one of the key areas of development for the toy industry, and with the increasing number of kindergartens created through political support, the Chinese Educational toy industry has come to represent almost XX% of the Chinese toy industry as a whole and recorded a figure of XX billion CNY in retail figures.

The Chinese educational toy industry's development is somewhat similar to that of the entire toy industry as a whole due to the lower industry concentration rates. Most of the industry consists of contracted manufacturers and is mostly concentrated in coastal areas such as Guangdong, Shandong, Jiangsu and Zhejiang where the markets were first opened to foreign companies. These cities are the cities with the highest degree of development in toy industry-related businesses.

The Chinese 0-6-year-old population was recorded at XX million people in 2018 which provides a large potential market base for the industry. Average spending for toys in China is much lower compared to the US, Japan and other developed countries, and is even lower than some emerging markets such as Brazil. In the event that the Chinese populace's average spending for toys catches up to or overtakes countries such as the US, the market will surpass a total of XX billion USD or XX billion CNY in total scale.

The relaxing of China's planned childhood policy has increased China's toy market size by a large margin and when combined with the increase in consumable income,

allows for further increases in the Chinese Educational toy industry. The industry is expected to reach a total capacity of XX billion CNY by 2020.

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