

Report on the Chinese Educational Toy industry 2019-2023

<https://marketpublishers.com/r/RF4FC634267EN.html>

Date: April 2015

Pages: 94

Price: US\$ 5,000.00 (Single User License)

ID: RF4FC634267EN

Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

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.

Contents

CHAPTER 1 EDUCATIONAL TOY INDUSTRY OVERVIEW

1.1 Definitions

1.1.1 Products

1.1.2 Categories

1.1.3 Applications

1.2 Operational modes

1.2.1 Production modes

1.2.2 Purchasing modes

1.2.3 Sales modes

CHAPTER 2 CHINESE EDUCATIONAL TOY MARKET ANALYSIS

2.1 Chinese toy industry developments

2.1.1 Current developments

2.1.2 Cluster effects

2.1.3 Industry competitiveness

2.1.4 Retail scale

2.1.5 Development trends

2.2 Educational toy industry scale analysis

2.2.1 Market development

2.2.2 Main brands

2.2.3 Influence of foreign brands

2.2.4 Educational toy market retail scale

2.2.5 Market capacity

2.2.6 Pricing analysis

2.3 Operational effect

2.3.1 Debt repayment capability

2.3.2 Profitability

2.3.3 Operational capability

CHAPTER 3 AN ANALYSIS OF SEGMENT MARKETS

3.1 Wooden educational toys

3.1.1 Market developments

3.1.2 Main brands

3.1.3 Prices

- 3.2 Plastic educational toys
 - 3.2.1 Market developments
 - 3.2.2 Main brands
 - 3.2.3 Prices
- 3.3 Paper-based educational toys
 - 3.3.1 Market developments
 - 3.3.2 Main brands
 - 3.3.3 Prices

CHAPTER 4 AGE GROUPS

- 4.1 0~12 months
- 4.2 1~3 years
- 4.3 3~6

CHAPTER 5 EDUCATIONAL TOYS FOREIGN TRADE DATA

- 5.1 Import trade analysis
 - 5.1.1 Volumes
 - 5.1.2 Figures
 - 5.1.3 Sources
 - 5.1.4 Prices
- 5.2 Export trade analysis
 - 5.2.1 Volumes
 - 5.2.2 Figures
 - 5.2.3 Recipients
 - 5.2.4 Prices

CHAPTER 6 KEY EDUCATIONAL TOY MANUFACTURERS

- 6.1 Goldlok Holdings
 - 6.1.1 Development overview
 - 6.1.2 Main products
 - 6.1.3 Operational status
 - 6.1.4 Sales network analysis
 - 6.1.5 Competitive advantages
 - 6.1.6 Development strategies
- 6.2 Quali Smart Holdings
 - 6.2.1 Development overview

- 6.2.2 Main products
- 6.2.3 Operational analysis
- 6.2.4 Economic indicators
- 6.2.5 Profitability analysis
- 6.2.6 Debt repayment capabilities
- 6.2.7 Operational capacity
- 6.2.8 Cost analysis
- 6.3 BanBao Educational Toys
 - 6.3.1 Development overview
 - 6.3.2 Main products
 - 6.3.3 Production and sales analysis
 - 6.3.4 Operational analysis
 - 6.3.5 Sales network distribution
 - 6.3.6 Competitive advantages
 - 6.3.7 Development strategies
- 6.4 Baodelong Co. Ltd.
 - 6.4.1 Development overview
 - 6.4.2 Main products
 - 6.4.3 Operational analysis
 - 6.4.4 Competitive advantages
- 6.5 Yonglang Corporation
 - 6.5.1 Development overview
 - 6.5.2 Main products
 - 6.5.3 Operational analysis
 - 6.5.4 Sales networks
- 6.6 Nanhai Zhongmei Toy Productions
 - 6.6.1 Development overview
 - 6.6.2 Main products
 - 6.6.3 Operational analysis
 - 6.6.4 Competitive advantages
- 6.7 Changrong Toys Co. Ltd
 - 6.7.1 Development overview
 - 6.7.2 Main products
 - 6.7.3 Operational analysis
- 6.8 Gigo Toys
 - 6.8.1 Development overview
 - 6.8.2 Main products
 - 6.8.3 Sales network
 - 6.8.4 Competitive advantages

CHAPTER 7 EDUCATIONAL TOY INDUSTRY PROSPECTS

7.1 Industry prospects

- 7.1.1 Development prospects
- 7.1.2 Market size predictions
- 7.1.3 Product potential analysis

7.2 Investment risks

- 7.2.1 Political risks
- 7.2.2 Raw material risks
- 7.2.3 Market competition
- 7.2.4 Foreign trade policy changes
- 7.2.5 Labor cost increases

7.3 Development trend analysis

- 7.3.1 Tighter collaboration with the education industry
- 7.3.2 Increasing consumer bases and potential for adult educational toys
- 7.3.3 Cultural integration
- 7.3.4 High-tech applications in educational toys

I would like to order

Product name: Report on the Chinese Educational Toy industry 2019-2023

Product link: <https://marketpublishers.com/r/RF4FC634267EN.html>

Price: US\$ 5,000.00 (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/RF4FC634267EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970