

Report on the Chinese market for Children's Toys 2019-2025

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Abstracts

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Toys are the objects that children use to play with, and are important method of transferring their imagination and thought patterns into physical objects. Toys can assist in the development of children's motor functions, senses, creative thinking and arouse their curiosity. Toys are related to children's age and mental state, and as such toys are usually for children 14 years and younger.

The Global toy industry is one of the older industries in the world, and has already developed a mature ecosystem, a mature supply chain and has a clear positioning in view. Labor costs, resources and other costs have led to western countries relocating their manufacturing operations to developing countries.

The Chinese, Indian, Vietnamese, Thai and Mexican markets are some of the largest sources of exported toys today. Due to the obvious increase in toy demand all over the world, the market reached a total of XX billion USD, a XX% growth over the previous year.

The Chinese toy industry first began development during the 80s. Over 70% of the work involved is in the manufacturing and processing of raw materials, with little in the means of research and development or innovation. In over three decades of development, Chinese made toys have come to take up 70% of worldwide toy sales. Toy designs and toy manufacturing technologies from Chinese companies have slowly begun to mature. High class brands have also begun to appear on the market, and thus the Chinese industry has slowly been building up its own competitive momentum.

Chinese families have been increasingly spending more money on their children's wellbeing. The demand for toys has been rising steadily, leading to an annual increase in market scale. The toy market reached a total of XX billion CNY in 2018, a XX growth over the previous year. Continued economic growth and spending power as well as beneficial policies from the government aimed specifically at the toy industry all lead to the conclusion that the Chinese toy industry will enjoy a bright future.

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