

# Report on the Chinese market for plush toys 2019-2025

<https://marketpublishers.com/r/R0AB4C6BFB9EN.html>

Date: June 2015

Pages: 133

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

ID: R0AB4C6BFB9EN

## Abstracts

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

Plush toys are considered toys, and are made of cloth and polypropylene cotton and filled with different kinds of stuffing material. They are alternatively known as soft toys, stuffed animals or stuffed toys.

The improvement in the economy has allowed for plush toys to thrive in the Chinese market. They are particularly popular amongst children and are gaining traction amongst adult consumers as well, leading to designers to create plush toys designed for adults. The Chinese plush toy market's main consumers are children while secondary consumers are adults.

The Chinese retail market for plush toys has been growing bigger over the years along with demand, with retail figures reaching a total of XX CNY in 2018, a X% growth over the previous year.

Steady development in the Chinese economy has led to an increase in the Chinese middle class. This combined with the government's imperative to use internal demand as a GDP growth driver has led many to believe that the Chinese plush toy market will have a great performance in the future. According to ASKCI predictions, the Chinese plush toy market will eventually reach a total scale of XX CNY.

The increase in income for many people in China has led to a stronger emphasis on the pursuit of a stronger quality of life, and this has caused a positive effect on the Chinese plush toy market and child-oriented products market. Besides their functions as toys and entertainment, stronger emphasis is being placed on their functions as decorations.

Based on these facts it is safe to presume that the plush toy market will become even stronger in the future.

## Contents

### CHAPTER 1 PLUSH TOY INDUSTRY OVERVIEW

- 1.1 Overview
  - 1.1.1 Product summary
  - 1.1.2 Product categorization
  - 1.1.3 Product applications
- 1.2 Industry characteristics
  - 1.2.1 Non-cyclical
  - 1.2.2 Regional
  - 1.2.3 Seasonal
- 1.3 Plush toy industry operation model analysis
  - 1.3.1 Production model
  - 1.3.2 Purchasing model
  - 1.3.3 Sales model

### CHAPTER 2 CHINESE PLUSH TOY INDUSTRY DEVELOPMENT

- 2.1 Current developments
  - 2.1.1 Development overview
  - 2.1.2 Competitiveness analysis
  - 2.1.3 Retail scale
  - 2.1.4 Threats and countermeasures
  - 2.1.5 Export trade problems and countermeasures
  - 2.1.6 Development strategies
- 2.2 Chinese toy wholesale markets
  - 2.2.1 Market overview
  - 2.2.2 Core markets
    - 2.2.2.1 Yiwu
    - 2.2.2.2 Guangzhou
    - 2.2.2.3 Zhengzhou
    - 2.2.2.4 Shenyang
    - 2.2.2.5 Chengdu
  - 2.2.3 Core regions
    - 2.2.3.1 Linyi
    - 2.2.3.2 Beijing/Shijiazhuang
    - 2.2.3.3 Urumchi
    - 2.2.3.4 Haerbin

#### 2.2.3.5 Xian

### 2.3 Chinese plush toy industry development analysis

#### 2.3.1 Global plush toy market development

#### 2.3.2 Chinese plush toy market development

#### 2.3.3 Consumer market analysis

#### 2.3.4 Challenges in the Chinese plush toy market

#### 2.3.5 Development suggestions

## **CHAPTER 3 CHINESE PLUSH TOY MARKET SUPPLY AND DEMAND ANALYSIS**

### 3.1 Plush toy production

#### 3.1.1 Famous brands

#### 3.1.2 Manufacturers

#### 3.1.3 Production capacity

### 3.2 Demand analysis

#### 3.2.1 2014-2018 demand analysis

#### 3.2.2 2019-2025 demand predictions

### 3.3 Pricing analysis

#### 3.3.1 Current prices

#### 3.3.2 Pricing factors

## **CHAPTER 4 PLUSH TOY INDUSTRY SUPPLY CHAIN ANALYSIS**

### 4.1 Supply chain overview

### 4.2 Upstream developments

#### 4.2.1 Wool industry

##### 4.2.1.1 Development overview

##### 4.2.1.2 Production overview

##### 4.2.1.3 Market prices

#### 4.2.2 Cashmere industry

##### 4.2.2.1 Development overview

##### 4.2.2.2 Production

##### 4.2.2.3 Market prices

#### 4.2.3 Cotton industry

##### 4.2.3.1 Development overview

##### 4.2.3.2 Production overview

##### 4.2.3.3 Market prices

### 4.3 Downstream demand

#### 4.3.1 Main sales channels

- 4.3.1.1 Agents
- 4.3.1.2 Sales channels
- 4.3.1.3 Professional retailers
- 4.3.1.4 Department stores
- 4.3.1.5 Online marketing channels
- 4.3.1.6 Exports
- 4.3.2 Consumer characteristics
  - 4.3.2.1 Main consumers
  - 4.3.2.2 Consumption characteristics
    - 4.3.2.2.1 Children
    - 4.3.2.2.2 Adults

## **CHAPTER 5 PLUSH TOY FOREIGN TRADE DATA ANALYSIS**

- 5.1 Import trade analysis
  - 5.1.1 Import volumes
  - 5.1.2 Import figures
  - 5.1.3 Import sources
  - 5.1.4 Import prices
- 5.2 Export trade analysis
  - 5.2.1 Export volumes
  - 5.2.2 Export figures
  - 5.2.3 Export recipients
  - 5.2.4 Export prices
- 5.3 Export limitations and strategies
  - 5.3.1 Limitation factors
    - 5.3.1.1 Global economic conditions
    - 5.3.1.2 Foreign trade barriers
    - 5.3.1.3 Industry structural mismatches with international market
  - 5.3.2 Export strategies and advice
    - 5.3.2.1 For export toy companies
    - 5.3.2.2 For government departments

## **CHAPTER 6 CHINESE PLUSH TOY MANUFACTURER COMPETITIVENESS ANALYSIS**

- 6.1 Company
  - 6.1.1 Development overview
  - 6.1.2 Main products

- 6.1.3 Operational analysis
- 6.1.4 Sales network analysis
- 6.1.5 Competitive advantages
- 6.2 Company
  - 6.2.1 Development overview
  - 6.2.2 Main products
  - 6.2.3 Operational analysis
  - 6.2.4 Sales network
  - 6.2.5 Competitive advantages
- 6.3 Company
  - 6.3.1 Development overview
  - 6.3.2 Main products
  - 6.3.3 Operational analysis
  - 6.3.4 Sales network analysis
  - 6.3.5 Competitive advantages
- 6.4 Company
  - 6.4.1 Development overview
  - 6.4.2 Main products
  - 6.4.3 Operational analysis
  - 6.4.4 Sales network
  - 6.4.5 Competitive advantages
- 6.5 Company
  - 6.5.1 Development overview
  - 6.5.2 Main products
  - 6.5.3 Operational analysis
  - 6.5.4 Sales network analysis
- 6.6 Company
  - 6.6.1 Development overview
  - 6.6.2 Main products
  - 6.6.3 Operational analysis
  - 6.6.4 Sales network analysis
  - 6.6.5 Competitive advantages
- 6.7 Company
  - 6.7.1 Development overview
  - 6.7.2 Main products
  - 6.7.3 Operational analysis
  - 6.7.4 Sales network analysis
  - 6.7.5 Competitive advantages
- 6.8 Company

- 6.8.1 Development overview
- 6.8.2 Main products
- 6.8.3 Supporting facilities
- 6.8.4 Sales network
- 6.8.5 Competitive advantages

## **CHAPTER 7 INDUSTRY DEVELOPMENT TRENDS AND PROSPECTS**

- 7.1 Investment prospects
  - 7.1.1 Industry development prospects
  - 7.1.2 Industry development trends analysis
  - 7.1.3 Market prospects
  - 7.1.4 Foreign trade prospects
- 7.2 Investment barriers
  - 7.2.1 Financial barriers
  - 7.2.2 Technical barriers
  - 7.2.3 Brand barriers
  - 7.2.4 Safety standard barriers
  - 7.2.5 Channel barriers
- 7.3 Industry investment risks
  - 7.3.1 Industry policy risks
  - 7.3.2 Raw materials risk analysis
  - 7.3.3 Macroeconomic fluctuations
  - 7.3.4 Market competition
  - 7.3.5 Technical risks
  - 7.3.6 Foreign exchange risks
- 7.4 Plush toy industry investment strategies and advice

## I would like to order

Product name: Report on the Chinese market for plush toys 2019-2025

Product link: <https://marketpublishers.com/r/R0AB4C6BFB9EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R0AB4C6BFB9EN.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