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Report on the Chinese market for plush toys 2019-2025

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Abstracts

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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 tractiona 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 place on their functions as decorations.

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

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