

Global Toy Market (2021 Edition) – Analysis By Product Type, By Age, By Distribution Channel, By Region, By Country: Market Insights, COVID-19 Implications, Competition and Forecast (2021-2026)

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Abstracts

Executive Summary

Global Toy Market was valued at USD 93.63 Billion in the year 2020. During the year 2020 and continuing into 2021, the world has been significantly impacted by the COVID-19 pandemic. Although the brick and mortar retail market has seen disruptions because of continued lockdowns, the toy market witnessed positivity in the growth rate because of growth in e-commerce, and in particular, sales of games with children largely spending their time in households.

Toys play a crucial role in the growth and development of the children and also plays a vital importance in brain development as toys aid in acquiring logical and reasoning skills, helps in gaining spatial reasoning along with logical skills. Playing with toys and board games also assists children in learning as well as building social and communication skills.

The rise in demand for strategy-based and educational based toys among the children propels the growth of the toys market. In addition, the Chinese government has relaxed its decades-old one-child policy and adopted 'three child policy' to address the challenge of an ageing population. Thus, the number of kids is expected to increase in the upcoming years thus positively impacting toys market growth.

Companies are focusing on establishing partnerships with different marketing agencies and the popular social media influencers related to the kids' content to build their strong

brand image. This helps them in driving their revenues from gaming items. For instance, in September 2020, Zuru, a Chinese game maker, partnered with Fanbyted, a U.K. based digital marketing agency, to improve its brand image among U.K. consumers. Additionally, the growing popularity of multi-coloured toy items among pre-school children is further likely to fuel this market growth.

Scope of the Report

The report presents the analysis of Toy Market for the historical period of 2016-2020 and the forecast period of 2021-2026.

The report analyses Toy Market By Value.

The report analyses Toy Market By Product Type (Games and Puzzles, Infant and pre-school toys, Construction Toys, Dolls and Accessories, Outdoor and Sports Toys, Others)

The report further assesses the Toy Market By Age (0-8 years, 8-15 years, 15 years and above)

The report further assesses the Toy Market By Distribution Channel (E-commerce, Supermarket, Traditional Stores, Departmental Stores, Others)

The Global Toy market has been analysed By Region (North America, Europe and Asia Pacific) and By Country (United States, Canada, Germany, France, United Kingdom, Spain, China, Japan, India, and South Korea)

The key insights of the report have been presented through the frameworks of Major Recent Innovations. Also, the attractiveness of the market has been presented By Region, By Product Type, By Age and By Distribution Channel. Additionally, trends, drivers and challenges of the industry has been analysed in the report.

The companies analysed in the report include LEGO Group, Mattel Inc., Hasbro, Bandai Namco, VTech, Clementoni, Goliath Games, Playmobil, Tomy, Ravensburger, Thames & Kosmos.

Key Target Audience

Toy Manufacturing Companies

Trader, Importers and Exporters

Consulting and Advisory Firms

Investment Banks and Equity Firms

Contents

1. RESEARCH METHODOLOGY AND EXECUTIVE SUMMARY

1.1 Research Methodology

1.2 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. TOY MARKET: PRODUCT OUTLOOK

4. GLOBAL TOY MARKET: SIZING, GROWTH AND FORECAST (2016-2026)

4.1 Market Size Forecast, By Value

4.2 COVID – 19 Impact

5. GLOBAL TOY MARKET SEGMENTATION - BY PRODUCT TYPE, BY VALUE

5.1 Competitive Scenario of Global Toy: By Product Type

5.2 Games and Puzzles – Market Size and Forecast (2016-2026)

5.3 Infant and pre-school toys- Market Size and Forecast (2016-2026)

5.4 Construction Toys - Market Size and Forecast (2016-2026)

5.5 Dolls and Accessories – Market Size and Forecast (2016-2026)

5.6 Outdoor and Sports Toys - Market Size and Forecast (2016-2026)

5.7 Other - Market Size and Forecast (2016-2026)

6. GLOBAL TOY MARKET SEGMENTATION - BY AGE, BY VALUE

6.1 Competitive Scenario of Global Toy: By Age Type

6.2 0-8 years – Market Size and Forecast (2016-2026)

6.3 8-15 years - Market Size and Forecast (2016-2026)

6.4 15 Years & Above - Market Size and Forecast (2016-2026)

7. GLOBAL TOY MARKET SEGMENTATION - BY DISTRIBUTION CHANNEL, BY VALUE

7.1 Competitive Scenario of Global Toy: By Distribution Channel

7.2 E-commerce Market Size and Forecast (2016-2026)

7.3 Supermarket- Market Size and Forecast (2016-2026)

- 7.4 Traditional store- Market Size and Forecast (2016-2026)
- 7.5 Departmental Store- Market Size and Forecast (2016-2026)
- 7.6 Others - Market Size and Forecast (2016-2026)

8. GLOBAL TOY MARKET: REGIONAL ANALYSIS

9. NORTH AMERICA TOY MARKET: AN ANALYSIS (2016-2026)

- 9.1 North America Toy Market: Size and Forecast (2016-2026), By Value
- 9.2 North America Toy Market – Prominent Players
- 9.3 Market Segmentation By Product Type By Value
- 9.4 Market Segmentation By Age By Value
- 9.5 Market Segmentation By Distribution Channel, By Value
- 9.6 North America Toy Market: Country Analysis
- 9.7 Market Opportunity Chart of North America Toy Market - By Country, By Value, 2026
- 9.8 Competitive Scenario of North America Toy Market : By Country
- 9.9 United States Toy Market: Size and Forecast (2016-2026), By Value
- 9.10 United States Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value
- 9.11 Canada Toy Market: Size and Forecast (2016-2026), By Value
- 9.12 Canada Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

10. EUROPE TOY MARKET: AN ANALYSIS (2016-2026)

- 10.1 Europe Toy Market: Size and Forecast (2016-2026), By Value
- 10.2 Europe Toy Market – Prominent Players
- 10.3 Market Segmentation By Product Type By Value
- 10.4 Market Segmentation By Age By Value
- 10.5 Market Segmentation By Distribution Channel By Value
- 10.6 Europe Toy Market: Country Analysis
- 10.7 Market Opportunity Chart of Europe Toy Market - By Country, By Value, 2026
- 10.8 Competitive Scenario of Europe Toy Market : By Country
- 10.9 Germany Toy Market: Size and Forecast (2016-2026), By Value
- 10.10 Germany Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value
- 10.11 France Toy Market: Size and Forecast (2016-2026), By Value
- 10.12 France Toy Market Segmentation - By Product Type, By Age, and By Distribution

Channel (2016-2026) By Value

10.13 Spain Toy Market: Size and Forecast (2016-2026), By Value

10.14 Spain Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

10.15 United Kingdom Toy Market: Size and Forecast (2016-2026), By Value

10.16 United Kingdom Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

11. ASIA PACIFIC TOY MARKET: AN ANALYSIS (2016-2026)

11.1 Asia Pacific Toy Market: Size and Forecast (2016-2026), By Value

11.2 Asia Pacific Toy Market – Key Players and Key Distributors

11.3 Market Segmentation By Product Type, By Value

11.4 Market Segmentation By Age, By Value, By Volume

11.5 Market Segmentation By Distribution Channel (Hospitals, Pharmacies, Supermarket, Online/Ecommerce, and Others) By Value, By Volume

11.6 Asia Pacific Toy Market: Country Analysis

11.7 Market Opportunity Chart of Asia Pacific Toy Market - By Country, By Value, 2026

11.8 Competitive Scenario of Asia Pacific Toy Market : By Country

11.9 China Toy Market: Size and Forecast (2016-2026), By Value

11.10 China Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

11.11 Japan Toy Market: Size and Forecast (2016-2026), By Value

11.12 Japan Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

11.13 India Toy Market: Size and Forecast (2016-2026), By Value

11.14 India Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

11.15 South Korea Toy Market: Size and Forecast (2016-2026), By Value

11.16 South Korea Toy Market Segmentation - By Product Type, By Age, and By Distribution Channel (2016-2026) By Value

12. GLOBAL TOY MARKET DYNAMICS

12.1 Drivers

12.2 Restraints

12.3 Trends

13. MARKET ATTRACTIVENESS

13.1 Market Attractiveness Chart of Global Toy Market - By Product Type, 2026

13.2 Market Attractiveness Chart of Global Toy Market - By Age, 2026

1.3 Market Attractiveness Chart of Global Toy Market - By Distribution Channel, 2026

13.4 Market Attractiveness Chart of Global Toy Market - By Region, 2026

14. COMPETITIVE LANDSCAPE

14.1 New Product Development

14.2 Market Share Analysis

15. COMPANY PROFILES

15.1 Hasbro

15.2 Lego

15.3 Mattel

15.4 Ravensburger

15.5 TOMY

15.6 VTech

15.7 Playmobil

15.8 Thames & Kosmos

15.9 Goliath Games

15.10 Clementine

Tables & Figures

TABLES AND FIGURES

Figure 1: Global Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 2: Global GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 3: Global GDP per capita, PPP , 2014-2019 USD (Number)

Figure 4: Global Fertility rate (children per woman)

Figure 5: Global Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 6: Global Toy Market, By Product Type, 2020,2026

Figure 7: Global Toy Market - By Games and Puzzle, By Value (USD Billion), 2016-2026

Figure 8: Global Toy Market - By Infant and pre-school toys, By Value (USD Billion), 2016-2026

Figure 9: Global Toy Market - By Construction Toys , By Value (USD Billion), 2016-2026

Figure 10: Global Toy Market – By Dolls and Accessories , By Value (USD Billion), 2016-2026

Figure 11: Global Toy Market, By Outdoor and Sports Toys Type, 2020,2026

Figure 12: Global Toy Market – By Other, By Value (USD Billion), 2016-2026

Figure 13: Global Toy Market - By Age, 2020, 2026

Figure 14: Global Toy Market - By 0-8 years, By Value (USD Billion), 2016-2026

Figure 15: Global Toy Market, By 8-15 years, 2016-2026

Figure 16: Global Toy Market - By 15 years and above, By Value (USD Billion), 2016-2026

Figure 17: Global Toy Market - By Distribution Channel Type, 2020, 2026

Figure 18: Global Toy Market - By Ecommerce, By Value (USD Billion), 2016-2026

Figure 19: Global Toy Market - By Supermarket, By Value (USD Billion), 2016-2026

Figure 20: Global Toy Market - By Traditional Stores, By Value (USD Billion), 2016-2026

Figure 21: Global Toy Market - By Departmental Stores, By Value (USD Billion), 2016-2026

Figure 22: Global Toy Market - By Other, By Value (USD Billion), 2016-2026

Figure 23: Global Toy Market, By Region, 2020,2026

Figure 24: North America Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 25: North America GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 26: North America GDP per capita, PPP , 2014-2019 USD (Number)

Figure 27: North America Fertility rate (children per woman)

Figure 28: North America Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 29: North America Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 30: North America Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 31: North America Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 32: Market Opportunity Chart of North America Toy Market - By Country, By Value, 2025

Figure 33: North America Toy Market, By Country, 2020,2026

Figure 34: United States of America Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 35: United States of America GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 36: United States of America GDP per capita, PPP , 2014-2019 USD (Number)

Figure 37: United States of America Fertility rate (children per woman)

Figure 38: United States of America Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 39: United States of America Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 40: United States of America Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 41: United States of America Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 42: Canada Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 43: Canada GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 44: Canada GDP per capita, PPP , 2014-2019 USD (Number)

Figure 45: Canada Fertility rate (children per woman)

Figure 46: Canada Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 47: Canada Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 48: Canada Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 49: Canada Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 50: Europe Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 51: Europe GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 52: Europe GDP per capita, PPP , 2014-2019 USD (Number)

Figure 53: Europe Fertility rate (children per woman)

Figure 54: Europe Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 55: Europe Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 56: Europe Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 57: Europe Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 58: Market Opportunity Chart of Europe Toy Market - By Country, By Value, 2025

Figure 59: Europe Toy Market, By Country, 2020,2026

Figure 60: Germany Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 61: Germany GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 62: Germany GDP per capita, PPP , 2014-2019 USD (Number)

Figure 63: Germany Fertility rate (children per woman)

Figure 64: Germany Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 65: Germany Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 66: Germany Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 67: Germany Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 68: France Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 69: France GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 70: France GDP per capita, PPP , 2014-2019 USD (Number)

Figure 71: France Fertility rate (children per woman)

Figure 72: France Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 73: France Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 74: France Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 75: France Toy Market - By Distribution Channel Type, By Value, 2015 2025(USD Billion)

Figure 76: Spain Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 77: Spain GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 78: Spain GDP per capita, PPP , 2014-2019 USD (Number)

Figure 79: Spain Fertility rate (children per woman)

Figure 80: Spain Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 81: Spain Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 82: Spain Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 83: Spain Toy Market - By Distribution Channel Type, By Value, 2015 2025(USD Billion)

Figure 84: United Kingdom Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 85: United Kingdom GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 86: United Kingdom GDP per capita, PPP , 2014-2019 USD (Number)

Figure 87: United Kingdom Fertility rate (children per woman)

Figure 88: United Kingdom Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 89: United Kingdom Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 90: United Kingdom Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 91: United Kingdom Toy Market - By Distribution Channel Type, By Value, 2015-2025(USD Billion)

Figure 92: Asia Pacific Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 93: Asia Pacific GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 94: Asia Pacific GDP per capita, PPP , 2014-2019 USD (Number)

Figure 95: Asia Pacific Fertility rate (children per woman)

Figure 96: Asia Pacific Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 97: Asia Pacific Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 98: Asia Pacific Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 99: Asia Pacific Toy Market - By Distribution Channel Type, By Value, 2016-2026(USD Billion)

Figure 100: Market Opportunity Chart of Asia Pacific Toy Market - By Country, By Value, 2025

Figure 101: Asia Pacific Toy Market, By Country, 2020,2026

Figure 102: China Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 103: China GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 104: China GDP per capita, PPP , 2014-2019 USD (Number)

Figure 105: China Fertility rate (children per woman)

Figure 106: China Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 107: China Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

Figure 108: China Toy Market - By Age, By Value, 2016-2026 (USD Billion)

Figure 109: China Toy Market - By Distribution Channel Type, By Value, 2015-2025(USD Billion)

Figure 110: Japan Toy Market Size, By Value, 2016-2026 (USD Billion)

Figure 111: Japan GDP per Capita, 2014-2019 USD (Number) 2014-2019

Figure 112: Japan GDP per capita, PPP , 2014-2019 USD (Number)

Figure 113: Japan Fertility rate (children per woman)

Figure 114: Japan Population between the ages 0 to 14 as a percentage of the total population (In %)

Figure 115: Japan Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)

- Figure 116: Japan Toy Market - By Age, By Value, 2016-2026 (USD Billion)
- Figure 117: Japan Toy Market - By Distribution Channel Type, By Value, 2015 2025(USD Billion)
- Figure 118: India Toy Market Size, By Value, 2016-2026 (USD Billion)
- Figure 119: India GDP per Capita, 2014-2019 USD (Number) 2014-2019
- Figure 120: India GDP per capita, PPP , 2014-2019 USD (Number)
- Figure 121: India Fertility rate (children per woman)
- Figure 122: India Population between the ages 0 to 14 as a percentage of the total population (In %)
- Figure 123: India Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)
- Figure 124: India Toy Market - By Age, By Value, 2016-2026 (USD Billion)
- Figure 125: India Toy Market - By Distribution Channel Type, By Value, 2015 2025(USD Billion)
- Figure 126: South Korea Toy Market Size, By Value, 2016-2026 (USD Billion)
- Figure 127: South Korea GDP per Capita, 2014-2019 USD (Number) 2014-2019
- Figure 128: South Korea GDP per capita, PPP , 2014-2019 USD (Number)
- Figure 129: South Korea Fertility rate (children per woman)
- Figure 130: South Korea Population between the ages 0 to 14 as a percentage of the total population (In %)
- Figure 131: South Korea Toy Market - By Product Type, By Value, 2016-2026 (USD Billion)
- Figure 132: South Korea Toy Market - By Age, By Value, 2016-2026 (USD Billion)
- Figure 133: South Korea Toy Market - By Distribution Channel Type, By Value, 2015 2025(USD Billion)
- Figure 134: Market Attractiveness Chart of Global Toy Market - By Product Segment, 2025
- Figure 135: Market Attractiveness Chart of Global Toy Market - By Age, 2025
- Figure 136: Market Attractiveness Chart of Global Toy Market - By Distribution Channel Type, By Value, 2025
- Figure 137: Market Attractiveness Chart of Global Toy Market - By Region, By Value, 2025
- Figure 138: Market Share of Leading Global Toy Companies, 2018 (In %)
- Figure 139: Hasbro, Net Sales, 2016 - 2020 (In USD Million)
- Figure 140: Hasbro, Net Profit, 2016 - 2020 (In USD Million)
- Figure 141: Hasbro, Net Sales, By Business Segment, 2020 (In %)
- Figure 142: Hasbro, Net Sales, By Geography Segment, 2020 (In %)
- Figure 143: Mattel, Net Sales, 2016 - 2020 (In USD Million)
- Figure 144: Mattel, Net Profit, 2016 - 2020 (In USD Million)
- Figure 145: Mattel, Net Sales, By Category, 2019 (In %)

Figure 146: Mattel, Net Sales, By Category, 2020 (In %)

Figure 147: TOMY, Net Sales, 2016 - 2020 (In USD Million)

Figure 148: TOMY, Net Profit, 2016 - 2020 (In USD Million)

Figure 149: TOMY, Net Sales, By Geography Segment, 2019 (In %)

Figure 150: TOMY, Net Sales, By Geography Segment, 2020 (In %)

Figure 151: VTech, Net Sales, 2016 - 2020 (In USD Million)

Figure 152: VTech, Net Profit, 2016 - 2020 (In USD Million)

Figure 153: VTech, Net Sales, By Geography Segment, 2019 (In %)

Figure 154: VTech, Net Sales, By Geography Segment, 2020 (In %)

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