

Global Toys Market Size study, by Type (Preschool Toys, Soft Toys and Dolls, Action Toys and Others), Distribution Channel (Store-Based, Supermarkets & Hypermarkets, Specialty Stores and Others) and Regional Forecasts 2020-2027

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Abstracts

Global Toys Market is valued approximately USD 90.7 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 4.3 % over the forecast period 2020-2027. Children play with the toys to enjoy, discover their identity, learn new things, explore relationships and practice skills they need as adults. Increase in expansion of television, smartphones and movies along with the demand of the fictional characters in the form of toys amongst the children are rising. The sale of educational toys in the era of education has expanded the global toys market. Further, increasing investments in the toys factory has led to the innovative products coupled with the rising entertainment industry along with the rising personal disposable income has led the adoption of Toys across the forecast period. For Instance: as per the company source, Hasbro becomes a major player through the Transformers movie franchise, and Lego had two movie launches in 2017 including the Lego Batman and Lego Ninjago. However, high environmental damage from the plastic toys and the related regulations impedes the growth of the market over the forecast period of 2020-2027. Also, with an ease in availability of raw material, affordable prices of toys and innovative toys that are plastic free , the adoption & demand for Toys is likely to increase.

The regional analysis of global Toys Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia-Pacific is the leading/significant region across the world in terms of market share owing to the growing manufacturers, affordable raw material & labor which promotes exporting of raw materials as well as finished goods. Whereas, Asia-Pacific is also anticipated to

exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising entertainment connected with education and traditional toys would create lucrative growth prospects for the Toys Market across Asia-Pacific region.

Major market player included in this report are:

Lego Group

Mattel Inc.

Namco Bandai Holdings Inc.

Hasbro

Toy Quest

Sanrio Company Ltd.

Konami Corporation

Integrity Toys, Inc.

Jakks Pacific

Playmates Toys Limited

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Preschool Toys

Soft Toys and Dolls

Action Toys

Others

By Distribution Channel:

Store-Based

Supermarkets and Hypermarkets

Specialty Stores

Others

By Region:

North America

U.S.

Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Toys Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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