

# Global Toy Market Research Report 2022(Status and Outlook)

<https://marketpublishers.com/r/GB0C2CC470B1EN.html>

Date: June 2022

Pages: 138

Price: US\$ 2,800.00 (Single User License)

ID: GB0C2CC470B1EN

## Abstracts

### Report Overview

The Global Toy Market Size was estimated at USD 65291.74 million in 2021 and is projected to reach USD 88909.30 million by 2028, exhibiting a CAGR of 4.51% during the forecast period.

This report provides a deep insight into the global Toy market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Toy Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Toy market in any manner.

Global Toy Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

LEGO

Hasbro

Vtech

Mattel

McDonald's

Bandai

TAKARA TOMY

MGA Entertainment

JAKKS Pacific

Gigotoys

Melissa and Doug

Simba-Dickie Group

Giochi Preziosi

PLAYMOBIL

Ravensburger

Leapfrog

Spin Master

MindWare

Safari

BanBao

Guangdong Loongon

Goldlok Toys

Alpha Animation and Culture

POP Mart

#### Market Segmentation (by Type)

Activity Toys

Games and Puzzles

Construction Toys

Dolls and Accessories

Outdoor and Sports Toys

Others

Toy

#### Market Segmentation (by Application)

Less Than 6 Years Old

6-8 Years Old

9-11 Years Old

Over 11 Years Old

### Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Toy Market

Overview of the regional outlook of the Toy Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Toy Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Toy
- 1.2 Key Market Segments
  - 1.2.1 Toy Segment by Type
  - 1.2.2 Toy Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 TOY MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Toy Market Size (M USD) Estimates and Forecasts (2017-2028)
  - 2.1.2 Global Toy Sales Estimates and Forecasts (2017-2028)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 TOY MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Toy Sales by Manufacturers (2017-2022)
- 3.2 Global Toy Revenue Market Share by Manufacturers (2017-2022)
- 3.3 Toy Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Toy Average Price by Manufacturers (2017-2022)
- 3.5 Manufacturers Toy Sales Sites, Area Served, Product Type
- 3.6 Toy Market Competitive Situation and Trends
  - 3.6.1 Toy Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Toy Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 TOY INDUSTRY CHAIN ANALYSIS**

- 4.1 Toy Industry Chain Analysis
- 4.2 Market Overview and Market Concentration Analysis of Key Raw Materials



- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF TOY MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 New Product Developments
  - 5.5.2 Mergers & Acquisitions
  - 5.5.3 Expansions
  - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 TOY MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Toy Sales Market Share by Type (2017-2022)
- 6.3 Global Toy Market Size Market Share by Type (2017-2022)
- 6.4 Global Toy Price by Type (2017-2022)

## **7 TOY MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Toy Market Sales by Application (2017-2022)
- 7.3 Global Toy Market Size (M USD) by Application (2017-2022)
- 7.4 Global Toy Sales Growth Rate by Application (2017-2022)

## **8 TOY MARKET SEGMENTATION BY REGION**

- 8.1 Global Toy Sales by Region
  - 8.1.1 Global Toy Sales by Region
  - 8.1.2 Global Toy Sales Market Share by Region
- 8.2 North America
  - 8.2.1 North America Toy Sales by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Toy Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Toy Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Toy Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Toy Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILED**

9.1 LEGO

9.1.1 LEGO Toy Basic Information

9.1.2 LEGO Toy Product Overview

9.1.3 LEGO Toy Product Market Performance

9.1.4 LEGO Business Overview

9.1.5 LEGO Toy SWOT Analysis

9.1.6 LEGO Recent Developments

9.2 Hasbro

9.2.1 Hasbro Toy Basic Information

- 9.2.2 Hasbro Toy Product Overview
- 9.2.3 Hasbro Toy Product Market Performance
- 9.2.4 Hasbro Business Overview
- 9.2.5 Hasbro Toy SWOT Analysis
- 9.2.6 Hasbro Recent Developments
- 9.3 Vtech
  - 9.3.1 Vtech Toy Basic Information
  - 9.3.2 Vtech Toy Product Overview
  - 9.3.3 Vtech Toy Product Market Performance
  - 9.3.4 Vtech Business Overview
  - 9.3.5 Vtech Toy SWOT Analysis
  - 9.3.6 Vtech Recent Developments
- 9.4 Mattel
  - 9.4.1 Mattel Toy Basic Information
  - 9.4.2 Mattel Toy Product Overview
  - 9.4.3 Mattel Toy Product Market Performance
  - 9.4.4 Mattel Business Overview
  - 9.4.5 Mattel Toy SWOT Analysis
  - 9.4.6 Mattel Recent Developments
- 9.5 McDonald's
  - 9.5.1 McDonald's Toy Basic Information
  - 9.5.2 McDonald's Toy Product Overview
  - 9.5.3 McDonald's Toy Product Market Performance
  - 9.5.4 McDonald's Business Overview
  - 9.5.5 McDonald's Toy SWOT Analysis
  - 9.5.6 McDonald's Recent Developments
- 9.6 Bandai
  - 9.6.1 Bandai Toy Basic Information
  - 9.6.2 Bandai Toy Product Overview
  - 9.6.3 Bandai Toy Product Market Performance
  - 9.6.4 Bandai Business Overview
  - 9.6.5 Bandai Recent Developments
- 9.7 TAKARA TOMY
  - 9.7.1 TAKARA TOMY Toy Basic Information
  - 9.7.2 TAKARA TOMY Toy Product Overview
  - 9.7.3 TAKARA TOMY Toy Product Market Performance
  - 9.7.4 TAKARA TOMY Business Overview
  - 9.7.5 TAKARA TOMY Recent Developments
- 9.8 MGA Entertainment

- 9.8.1 MGA Entertainment Toy Basic Information
- 9.8.2 MGA Entertainment Toy Product Overview
- 9.8.3 MGA Entertainment Toy Product Market Performance
- 9.8.4 MGA Entertainment Business Overview
- 9.8.5 MGA Entertainment Recent Developments
- 9.9 JAKKS Pacific
  - 9.9.1 JAKKS Pacific Toy Basic Information
  - 9.9.2 JAKKS Pacific Toy Product Overview
  - 9.9.3 JAKKS Pacific Toy Product Market Performance
  - 9.9.4 JAKKS Pacific Business Overview
  - 9.9.5 JAKKS Pacific Recent Developments
- 9.10 Gigotoys
  - 9.10.1 Gigotoys Toy Basic Information
  - 9.10.2 Gigotoys Toy Product Overview
  - 9.10.3 Gigotoys Toy Product Market Performance
  - 9.10.4 Gigotoys Business Overview
  - 9.10.5 Gigotoys Recent Developments
- 9.11 Melissa and Doug
  - 9.11.1 Melissa and Doug Toy Basic Information
  - 9.11.2 Melissa and Doug Toy Product Overview
  - 9.11.3 Melissa and Doug Toy Product Market Performance
  - 9.11.4 Melissa and Doug Business Overview
  - 9.11.5 Melissa and Doug Recent Developments
- 9.12 Simba-Dickie Group
  - 9.12.1 Simba-Dickie Group Toy Basic Information
  - 9.12.2 Simba-Dickie Group Toy Product Overview
  - 9.12.3 Simba-Dickie Group Toy Product Market Performance
  - 9.12.4 Simba-Dickie Group Business Overview
  - 9.12.5 Simba-Dickie Group Recent Developments
- 9.13 Giochi Preziosi
  - 9.13.1 Giochi Preziosi Toy Basic Information
  - 9.13.2 Giochi Preziosi Toy Product Overview
  - 9.13.3 Giochi Preziosi Toy Product Market Performance
  - 9.13.4 Giochi Preziosi Business Overview
  - 9.13.5 Giochi Preziosi Recent Developments
- 9.14 PLAYMOBIL
  - 9.14.1 PLAYMOBIL Toy Basic Information
  - 9.14.2 PLAYMOBIL Toy Product Overview
  - 9.14.3 PLAYMOBIL Toy Product Market Performance

- 9.14.4 PLAYMOBIL Business Overview
- 9.14.5 PLAYMOBIL Recent Developments
- 9.15 Ravensburger
  - 9.15.1 Ravensburger Toy Basic Information
  - 9.15.2 Ravensburger Toy Product Overview
  - 9.15.3 Ravensburger Toy Product Market Performance
  - 9.15.4 Ravensburger Business Overview
  - 9.15.5 Ravensburger Recent Developments
- 9.16 Leapfrog
  - 9.16.1 Leapfrog Toy Basic Information
  - 9.16.2 Leapfrog Toy Product Overview
  - 9.16.3 Leapfrog Toy Product Market Performance
  - 9.16.4 Leapfrog Business Overview
  - 9.16.5 Leapfrog Recent Developments
- 9.17 Spin Master
  - 9.17.1 Spin Master Toy Basic Information
  - 9.17.2 Spin Master Toy Product Overview
  - 9.17.3 Spin Master Toy Product Market Performance
  - 9.17.4 Spin Master Business Overview
  - 9.17.5 Spin Master Recent Developments
- 9.18 MindWare
  - 9.18.1 MindWare Toy Basic Information
  - 9.18.2 MindWare Toy Product Overview
  - 9.18.3 MindWare Toy Product Market Performance
  - 9.18.4 MindWare Business Overview
  - 9.18.5 MindWare Recent Developments
- 9.19 Safari
  - 9.19.1 Safari Toy Basic Information
  - 9.19.2 Safari Toy Product Overview
  - 9.19.3 Safari Toy Product Market Performance
  - 9.19.4 Safari Business Overview
  - 9.19.5 Safari Recent Developments
- 9.20 BanBao
  - 9.20.1 BanBao Toy Basic Information
  - 9.20.2 BanBao Toy Product Overview
  - 9.20.3 BanBao Toy Product Market Performance
  - 9.20.4 BanBao Business Overview
  - 9.20.5 BanBao Recent Developments
- 9.21 Guangdong Loongon

- 9.21.1 Guangdong Loongon Toy Basic Information
- 9.21.2 Guangdong Loongon Toy Product Overview
- 9.21.3 Guangdong Loongon Toy Product Market Performance
- 9.21.4 Guangdong Loongon Business Overview
- 9.21.5 Guangdong Loongon Recent Developments
- 9.22 Goldlok Toys
  - 9.22.1 Goldlok Toys Toy Basic Information
  - 9.22.2 Goldlok Toys Toy Product Overview
  - 9.22.3 Goldlok Toys Toy Product Market Performance
  - 9.22.4 Goldlok Toys Business Overview
  - 9.22.5 Goldlok Toys Recent Developments
- 9.23 Alpha Animation and Culture
  - 9.23.1 Alpha Animation and Culture Toy Basic Information
  - 9.23.2 Alpha Animation and Culture Toy Product Overview
  - 9.23.3 Alpha Animation and Culture Toy Product Market Performance
  - 9.23.4 Alpha Animation and Culture Business Overview
  - 9.23.5 Alpha Animation and Culture Recent Developments
- 9.24 POP Mart
  - 9.24.1 POP Mart Toy Basic Information
  - 9.24.2 POP Mart Toy Product Overview
  - 9.24.3 POP Mart Toy Product Market Performance
  - 9.24.4 POP Mart Business Overview
  - 9.24.5 POP Mart Recent Developments

## **10 TOY MARKET FORECAST BY REGION**

- 10.1 Global Toy Market Size Forecast
- 10.2 Global Toy Market Forecast by Region
  - 10.2.1 North America Market Size Forecast by Country
  - 10.2.2 Europe Toy Market Size Forecast by Country
  - 10.2.3 Asia Pacific Toy Market Size Forecast by Region
  - 10.2.4 South America Toy Market Size Forecast by Country
  - 10.2.5 Middle East and Africa Forecasted Consumption of Toy by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2022-2028)**

- 11.1 Global Toy Market Forecast by Type (2022-2028)
  - 11.1.1 Global Forecasted Sales of Toy by Type (2022-2028)
  - 11.1.2 Global Toy Market Size Forecast by Type (2022-2028)

- 11.1.3 Global Forecasted Price of Toy by Type (2022-2028)
- 11.2 Global Toy Market Forecast by Application (2022-2028)
  - 11.2.1 Global Toy Sales (K Units) Forecast by Application
  - 11.2.2 Global Toy Market Size (M USD) Forecast by Application (2022-2028)

## **12 CONCLUSION AND KEY FINDINGS**

### **LIST OF TABLES**

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Toy Market Size (M USD) Comparison by Region (M USD)
- Table 5. Global Toy Sales (K Units) by Manufacturers (2017-2022)
- Table 6. Global Toy Sales Market Share by Manufacturers (2017-2022)
- Table 7. Global Toy Revenue (M USD) by Manufacturers (2017-2022)
- Table 8. Global Toy Revenue Share by Manufacturers (2017-2022)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Toy as of 2021)
- Table 10. Global Market Toy Average Price (USD/Unit) of Key Manufacturers (2017-2022)
- Table 11. Manufacturers Toy Sales Sites and Area Served
- Table 12. Manufacturers Toy Product Type
- Table 13. Global Toy Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Toy
- Table 16. Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Toy Market Challenges
- Table 22. Market Restraints
- Table 23. Global Toy Sales by Type (K Units)
- Table 24. Global Toy Market Size by Type (M USD)
- Table 25. Global Toy Sales (K Units) by Type (2017-2022)
- Table 26. Global Toy Sales Market Share by Type (2017-2022)
- Table 27. Global Toy Market Size (M USD) by Type (2017-2022)
- Table 28. Global Toy Market Size Share by Type (2017-2022)
- Table 29. Global Toy Price (USD/Unit) by Type (2017-2022)
- Table 30. Global Toy Sales (K Units) by Application
- Table 31. Global Toy Market Size by Application



- Table 32. Global Toy Sales by Application (2017-2022) & (K Units)
- Table 33. Global Toy Sales Market Share by Application (2017-2022)
- Table 34. Global Toy Sales by Application (2017-2022) & (M USD)
- Table 35. Global Toy Market Share by Application (2017-2022)
- Table 36. Global Toy Sales Growth Rate by Application (2017-2022)
- Table 37. Global Toy Sales by Region (2017-2022) & (K Units)
- Table 38. Global Toy Sales Market Share by Region (2017-2022)
- Table 39. North America Toy Sales by Country (2017-2022) & (K Units)
- Table 40. Europe Toy Sales by Country (2017-2022) & (K Units)
- Table 41. Asia Pacific Toy Sales by Region (2017-2022) & (K Units)
- Table 42. South America Toy Sales by Country (2017-2022) & (K Units)
- Table 43. Middle East and Africa Toy Sales by Region (2017-2022) & (K Units)
- Table 44. LEGO Toy Basic Information
- Table 45. LEGO Toy Product Overview
- Table 46. LEGO Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 47. LEGO Business Overview
- Table 48. LEGO Toy SWOT Analysis
- Table 49. LEGO Recent Developments
- Table 50. Hasbro Toy Basic Information
- Table 51. Hasbro Toy Product Overview
- Table 52. Hasbro Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 53. Hasbro Business Overview
- Table 54. Hasbro Toy SWOT Analysis
- Table 55. Hasbro Recent Developments
- Table 56. Vtech Toy Basic Information
- Table 57. Vtech Toy Product Overview
- Table 58. Vtech Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 59. Vtech Business Overview
- Table 60. Vtech Toy SWOT Analysis
- Table 61. Vtech Recent Developments
- Table 62. Mattel Toy Basic Information
- Table 63. Mattel Toy Product Overview
- Table 64. Mattel Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 65. Mattel Business Overview
- Table 66. Mattel Toy SWOT Analysis



- Table 67. Mattel Recent Developments
- Table 68. McDonald's Toy Basic Information
- Table 69. McDonald's Toy Product Overview
- Table 70. McDonald's Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 71. McDonald's Business Overview
- Table 72. McDonald's Toy SWOT Analysis
- Table 73. McDonald's Recent Developments
- Table 74. Bandai Toy Basic Information
- Table 75. Bandai Toy Product Overview
- Table 76. Bandai Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 77. Bandai Business Overview
- Table 78. Bandai Recent Developments
- Table 79. TAKARA TOMY Toy Basic Information
- Table 80. TAKARA TOMY Toy Product Overview
- Table 81. TAKARA TOMY Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 82. TAKARA TOMY Business Overview
- Table 83. TAKARA TOMY Recent Developments
- Table 84. MGA Entertainment Toy Basic Information
- Table 85. MGA Entertainment Toy Product Overview
- Table 86. MGA Entertainment Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 87. MGA Entertainment Business Overview
- Table 88. MGA Entertainment Recent Developments
- Table 89. JAKKS Pacific Toy Basic Information
- Table 90. JAKKS Pacific Toy Product Overview
- Table 91. JAKKS Pacific Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 92. JAKKS Pacific Business Overview
- Table 93. JAKKS Pacific Recent Developments
- Table 94. Gigotoys Toy Basic Information
- Table 95. Gigotoys Toy Product Overview
- Table 96. Gigotoys Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)
- Table 97. Gigotoys Business Overview
- Table 98. Gigotoys Recent Developments
- Table 99. Melissa and Doug Toy Basic Information

Table 100. Melissa and Doug Toy Product Overview

Table 101. Melissa and Doug Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 102. Melissa and Doug Business Overview

Table 103. Melissa and Doug Recent Developments

Table 104. Simba-Dickie Group Toy Basic Information

Table 105. Simba-Dickie Group Toy Product Overview

Table 106. Simba-Dickie Group Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 107. Simba-Dickie Group Business Overview

Table 108. Simba-Dickie Group Recent Developments

Table 109. Giochi Preziosi Toy Basic Information

Table 110. Giochi Preziosi Toy Product Overview

Table 111. Giochi Preziosi Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 112. Giochi Preziosi Business Overview

Table 113. Giochi Preziosi Recent Developments

Table 114. PLAYMOBIL Toy Basic Information

Table 115. PLAYMOBIL Toy Product Overview

Table 116. PLAYMOBIL Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 117. PLAYMOBIL Business Overview

Table 118. PLAYMOBIL Recent Developments

Table 119. Ravensburger Toy Basic Information

Table 120. Ravensburger Toy Product Overview

Table 121. Ravensburger Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 122. Ravensburger Business Overview

Table 123. Ravensburger Recent Developments

Table 124. Leapfrog Toy Basic Information

Table 125. Leapfrog Toy Product Overview

Table 126. Leapfrog Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 127. Leapfrog Business Overview

Table 128. Leapfrog Recent Developments

Table 129. Spin Master Toy Basic Information

Table 130. Spin Master Toy Product Overview

Table 131. Spin Master Toy Sales (K Units), Market Size (M USD), Price (USD/Unit)

and Gross Margin (2017-2022)

Table 132. Spin Master Business Overview

Table 133. Spin Master Recent Developments

Table 134. MindWare Toy Basic Information

Table 135. MindWare Toy Product Overview

Table 136. MindWare Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 137. MindWare Business Overview

Table 138. MindWare Recent Developments

Table 139. Safari Toy Basic Information

Table 140. Safari Toy Product Overview

Table 141. Safari Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 142. Safari Business Overview

Table 143. Safari Recent Developments

Table 144. BanBao Toy Basic Information

Table 145. BanBao Toy Product Overview

Table 146. BanBao Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 147. BanBao Business Overview

Table 148. BanBao Recent Developments

Table 149. Guangdong Loongon Toy Basic Information

Table 150. Guangdong Loongon Toy Product Overview

Table 151. Guangdong Loongon Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 152. Guangdong Loongon Business Overview

Table 153. Guangdong Loongon Recent Developments

Table 154. Goldlok Toys Toy Basic Information

Table 155. Goldlok Toys Toy Product Overview

Table 156. Goldlok Toys Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 157. Goldlok Toys Business Overview

Table 158. Goldlok Toys Recent Developments

Table 159. Alpha Animation and Culture Toy Basic Information

Table 160. Alpha Animation and Culture Toy Product Overview

Table 161. Alpha Animation and Culture Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 162. Alpha Animation and Culture Business Overview

Table 163. Alpha Animation and Culture Recent Developments

Table 164. POP Mart Toy Basic Information

Table 165. POP Mart Toy Product Overview

Table 166. POP Mart Toy Sales (K Units), Market Size (M USD), Price (USD/Unit) and Gross Margin (2017-2022)

Table 167. POP Mart Business Overview

Table 168. POP Mart Recent Developments

Table 169. Global Toy Sales Forecast by Region (K Units)

Table 170. Global Toy Market Size Forecast by Region (M USD)

Table 171. North America Toy Sales Forecast by Country (2022-2028) & (K Units)

Table 172. North America Toy Market Size Forecast by Country (2022-2028) & (M USD)

Table 173. Europe Toy Sales Forecast by Country (2022-2028) & (K Units)

Table 174. Europe Toy Market Size Forecast by Country (2022-2028) & (M USD)

Table 175. Asia Pacific Toy Sales Forecast by Region (2022-2028) & (K Units)

Table 176. Asia Pacific Toy Market Size Forecast by Region (2022-2028) & (M USD)

Table 177. South America Toy Sales Forecast by Country (2022-2028) & (K Units)

Table 178. South America Toy Market Size Forecast by Country (2022-2028) & (M USD)

Table 179. Middle East and Africa Toy Consumption Forecast by Country (2022-2028) & (Units)

Table 180. Middle East and Africa Toy Market Size Forecast by Country (2022-2028) & (M USD)

Table 181. Global Toy Sales Forecast by Type (2022-2028) & (K Units)

Table 182. Global Toy Market Size Forecast by Type (2022-2028) & (M USD)

Table 183. Global Toy Price Forecast by Type (2022-2028) & (USD/Unit)

Table 184. Global Toy Sales (K Units) Forecast by Application (2022-2028)

Table 185. Global Toy Market Size Forecast by Application (2022-2028) & (M USD)

## LIST OF FIGURES

Figure 1. Product Picture of Toy

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Toy Market Size (M USD), 2017-2028

Figure 5. Global Toy Market Size (M USD) (2017-2028)

Figure 6. Global Toy Sales (K Units) & (2017-2028)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Toy Market Size (M USD) by Country (M USD)

Figure 11. Toy Sales Share by Manufacturers in 2020

- Figure 12. Global Toy Revenue Share by Manufacturers in 2020
- Figure 13. Toy Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2017 VS 2021
- Figure 14. Global Market Toy Average Price (USD/Unit) of Key Manufacturers in 2020
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Toy Revenue in 2021
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Toy Market Share by Type
- Figure 18. Sales Market Share of Toy by Type (2017-2022)
- Figure 19. Sales Market Share of Toy by Type in 2021
- Figure 20. Market Size Share of Toy by Type (2017-2022)
- Figure 21. Market Size Market Share of Toy by Type in 2020
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Toy Market Share by Application
- Figure 24. Global Toy Sales Market Share by Application (2017-2022)
- Figure 25. Global Toy Sales Market Share by Application in 2021
- Figure 26. Global Toy Market Share by Application (2017-2022)
- Figure 27. Global Toy Market Share by Application in 2020
- Figure 28. Global Toy Sales Growth Rate by Application (2017-2022)
- Figure 29. Global Toy Sales Market Share by Region (2017-2022)
- Figure 30. North America Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 31. North America Toy Sales Market Share by Country in 2020
- Figure 32. U.S. Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 33. Canada Toy Sales (K Units) and Growth Rate (2017-2022)
- Figure 34. Mexico Toy Sales (Units) and Growth Rate (2017-2022)
- Figure 35. Europe Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 36. Europe Toy Sales Market Share by Country in 2020
- Figure 37. Germany Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 38. France Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 39. U.K. Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 40. Italy Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 41. Russia Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 42. Asia Pacific Toy Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Toy Sales Market Share by Region in 2020
- Figure 44. China Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 45. Japan Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 46. South Korea Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 47. India Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 48. Southeast Asia Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 49. South America Toy Sales and Growth Rate (K Units)



- Figure 50. South America Toy Sales Market Share by Country in 2020
- Figure 51. Brazil Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 52. Argentina Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 53. Columbia Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 54. Middle East and Africa Toy Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Toy Sales Market Share by Region in 2020
- Figure 56. Saudi Arabia Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 57. UAE Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 58. Egypt Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 59. Nigeria Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 60. South Africa Toy Sales and Growth Rate (2017-2022) & (K Units)
- Figure 61. Global Toy Sales Forecast by Volume (2017-2028) & (K Units)
- Figure 62. Global Toy Market Size Forecast by Value (2017-2028) & (M USD)
- Figure 63. Global Toy Sales Market Share Forecast by Type (2022-2028)
- Figure 64. Global Toy Market Share Forecast by Type (2022-2028)
- Figure 65. Global Toy Sales Forecast by Application (2022-2028)
- Figure 66. Global Toy Market Share Forecast by Application (2022-2028)

## I would like to order

Product name: Global Toy Market Research Report 2022(Status and Outlook)

Product link: <https://marketpublishers.com/r/GB0C2CC470B1EN.html>

Price: US\$ 2,800.00 (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/GB0C2CC470B1EN.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