

# Global Toys Market - Opportunities and Forecasts: 2015 Edition

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## Abstracts

### Scope of the Report

The report titled “Global Toys Market: Opportunities and Forecasts (2015 Edition)” provides an insight into the global traditional toys market. The report analyzes the trends and challenges of the toys market and also outlines the opportunities driving the present as well as future industry growth. The report analyzes the toys market of the United States, the UK, Germany, France, India, China and Hong Kong. The report assesses the production of toys in the major producing countries as well as major companies operating in this industry. The report also discusses key factors driving growth of the industry, major trends and challenges faced by manufacturers of toys. Further, key players like Mattel Inc. The LEGO Group, Hasbro Inc., and Bandai Namco are analyzed in the report.

### Regional/Country Analysis

United States

Europe

Germany

UK

France

Asia Pacific

India

China

Japan

Hong Kong

Latin America

## **Company Analysis**

Mattel Inc.

The LEGO Group

Hasbro Inc.

Bandai Namco

## **Executive Summary**

Toys are vital tools that help foster the mental, physical, emotional and social development of boys and girls. The United States accounts for the highest share of the global toys market, but represents approximately two percent of the world's children. Asia Pacific is projected to be the most dynamic region for traditional toys market. A highly fragment industry in the Asia-Pacific region, a large number of players operate within this region each with a very small share of the market. The region is very important and key growth driver for the overall industry with China being the support system.

The market for toys is mostly driven by rising GDP, increased worldwide children population, rising birth rate, rising BRIC expenditure. Increasing online shopping of toys, falling video games demand and increased production of raw materials are few other reasons behind the growth of the industry. However, increased online shopping is a new trend in the toys industry with toys being the least researched items of all the categories

of online shopping. Seasonality of business, tech freak toys and increased market for licensed toys are few other trends guiding the performance of the industry. Apart from various growth drivers the global toys market is also characterized with major challenges like increased smart phones usage which is replacing the toys from children's hand, aging population and decreased family size.

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