

Global Baby Toys Market 2022-2028

<https://marketpublishers.com/r/G6B9DAA87EF3EN.html>

Date: July 2022

Pages: 72

Price: US\$ 2,600.00 (Single User License)

ID: G6B9DAA87EF3EN

Abstracts

Toys enhance cognitive behavior and stimulate creativity. They aid in the development of physical and mental skills which are necessary in later life. The global baby toys market is anticipated to increase by USD 3 billion till 2028 at an average annual growth of 3.8 percent as per the latest report by Gen Consulting Company.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global baby toys market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the baby toys industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, distribution channel, end user, and region. The global market for baby toys can be segmented by product: action toys, arts & crafts, board games, construction toys, dolls, rattles & musical toys, vehicles, others. The dolls segment held the largest share of the global baby toys market in 2021 and is anticipated to hold its share during the forecast period. Baby toys market is further segmented by distribution channel: supermarkets & hypermarkets, specialty stores, e-commerce, others. Based on end user, the baby toys market is segmented into: infants, toddlers. On the basis of region, the baby toys market also can be divided into: North America, Asia Pacific, Europe, Rest of the World (ROW).

By product:

action toys

arts & crafts

board games

construction toys

dolls

rattles & musical toys

vehicles

others

By distribution channel:

supermarkets & hypermarkets

specialty stores

e-commerce

others

By end user:

infants

toddlers

By region:

North America

Asia Pacific

Europe

Rest of the World (ROW)

The report also provides a detailed analysis of several leading baby toys market vendors that include Bandai Namco Holdings Inc., Basic Fun, Inc., Hasbro, Inc., Horst Brandstatter Holding GmbH, Kids II, Inc., Lego A/S (Kirkbi A/S), Mattel, Inc., Nintendo Co., Ltd., Spin Master Ltd., Tomy Company, Ltd., among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global baby toys market.

To classify and forecast the global baby toys market based on product, distribution channel, end user, region.

To identify drivers and challenges for the global baby toys market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global baby toys market.

To identify and analyze the profile of leading players operating in the global baby toys market.

Why Choose This Report

Gain a reliable outlook of the global baby toys market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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North America

Asia Pacific

Europe

Rest of the World (ROW)

PART 9. KEY COMPANIES

Bandai Namco Holdings Inc.

Basic Fun, Inc.

Hasbro, Inc.

Horst Brandstatter Holding GmbH

Kids II, Inc.

Lego A/S (Kirkbi A/S)

Mattel, Inc.

Nintendo Co., Ltd.

Spin Master Ltd.

Tomy Company, Ltd.

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