

Global Doll Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Doll market size was valued at USD 12570 million in 2023 and is forecast to a readjusted size of USD 19600 million by 2030 with a CAGR of 6.6% during review period.

A doll is a model typically of a human or humanoid character, often used as a toy for children, especially little girls. Dolls include baby dolls, and fashion dolls.

The main manufacturers of dolls are Mattel, MGA Entertainment and Hasbro, etc. The top five manufacturers account for about 40% of the share. North America is the largest market with about 40% share, followed by Europe and Asia Pacific with over 20% and 30% share. Baby Doll is the largest segment, with about 60% share. Offline Sales is the largest app with about 70% share.

The Global Info Research report includes an overview of the development of the Doll industry chain, the market status of Offline Sales (Baby Doll, Fashion Doll), Online Sales (Baby Doll, Fashion Doll), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Doll.

Regionally, the report analyzes the Doll markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Doll market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Doll market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Doll industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Baby Doll, Fashion Doll).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Doll market.

Regional Analysis: The report involves examining the Doll market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Doll market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Doll:

Company Analysis: Report covers individual Doll manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Doll This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Offline Sales, Online Sales).

Technology Analysis: Report covers specific technologies relevant to Doll. It assesses the current state, advancements, and potential future developments in Doll areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers,

the report present insights into the competitive landscape of the Doll market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Doll market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Baby Doll

Fashion Doll

Market segment by Application

Offline Sales

Online Sales

Major players covered

Mattel

MGA Entertainment

Hasbro

Disney

Madame Alexander

Jakks Pacific

LEGO

Bandai

HABA

Maison Battat

Miniland

Melissa & Doug

Tru Kids

Lammily

Winarea

Symbiote Studios

Bobo's Toys

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Doll product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Doll, with price, sales, revenue and global market share of Doll from 2019 to 2024.

Chapter 3, the Doll competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Doll breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Doll market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Doll.

Chapter 14 and 15, to describe Doll sales channel, distributors, customers, research findings and conclusion.

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