

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Educational Toy Market 2018, Forecast to 2023

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Abstracts

An educational toy is a toy that helps a child learn something good, something that will help in the future. It plays an important role in the development of children in as much as it gives opportunity for children to play with one another. It also helps them to have public exposure.

Scope of the Report:

This report focuses on the Educational Toy in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The global educational toy industry has reached the revenue of approximately 21991.48 million USD in 2015. The top three brand owner are LEGO, Mattel, Hasbro. Each of sales respectively with global revenue market share as 20.92%, 11.16% and 6.90% in 2015. Other key manufacturers include Bandai, TAKARA TOMY, MGA Entertainment, Melissa & Doug, Simba-Dickie Group, Giochi Preziosi, PLAYMOBIL, Ravensburger, Vtech, Leapfrog and MindWare.

At present, in developed countries, the whole toys industry is generally at a more advanced level. The highest value-added of toy industry is R & D design. This part is captured by US, EU and Japan brand owner. However, foreign companies' manufacturing cost is relatively higher, compared with Chinese companies. The world's largest production area is concentrated in Asia. China is a major toy producer. It is estimated that about 75% of toys worldwide is made in China. The main toy production and export bases are Guangdong, Jiangsu, Shanghai, Shandong, Zhejiang and Fujian. Guangdong is a leading toy producer, with manufacturing activities centred around Shenzhen, Dongguan, Guangzhou, Shantou's Chenghai, and Foshan. The bulk of toy

exports are produced to OEM orders for foreign brands.

The worldwide market for Educational Toy is expected to grow at a CAGR of roughly 5.2% over the next five years, will reach 34200 million US\$ in 2023, from 25200 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Mattel

LEGO

Hasbro

Bandai

TAKARA TOMY

Gigotoys

MGA Enternment

Melissa & Doug

Simba - Dickie Group

Giochi Preziosi

PLAYMOBIL

Ravensburger

Vtech

Leapfrog

Spin Master

MindWare

Safari

BanBao

Qunxing

Goldlok Toys

Star - Moon

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Activity Toys

Games and Puzzles

Construction Toys

Dolls and Accessories

Outdoor and Sports Toys

Other Type

Market Segment by Applications, can be divided into

Individual Customers

Wholesale Purchasers

There are 15 Chapters to deeply display the global Educational Toy market.

Chapter 1, to describe Educational Toy Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Educational Toy, with sales, revenue, and price of Educational Toy, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Educational Toy, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Educational Toy market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Educational Toy sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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