

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Rubik's Cube Market 2018, Forecast to 2023

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## Abstracts

Rubik's Cube is a 3-D combination puzzle in the form of a plastic cube covered with multicolored squares, which the player attempts to twist and turn so that all the squares on each face are of the same color.

Scope of the Report:

This report focuses on the Rubik's Cube 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. Geographically, the consumption market is leading by China, Europe and North America, sales in other regions like Japan, Southeast Asia and India will see significant growth in future period. China is also the largest production base of Rubik's Cube, holds about 61.36% production share in 2017, followed by Europe, with about 20.46% market share. China will keep playing important role in Global market.

In recent years, the price of Rubik's Cube is showing a slight upward trend, with more and more innovation and high-end products presented on the market.

Rubik's and Dayan are the biggest two players in Rubik's Cube market, with about 21.06% and 7.88% market share separately in 2017 (based on revenue). Other leading players in Rubik's Cube market include GAN Cube, QiYi/MoFangG etc. The market competition may become more intense with more innovation products, acquisitions and improvement of raw material cost control and etc.

Each of the Rubik's Cube manufacturers has its own mature sales networks. Through

retailer and resells, their authorized distributors or their partners, those Rubik's Cube manufacturers keep keen on expanding their Rubik's Cube sales. To achieve better sales businesses, Rubik's Cube manufacturers usually invest on their marketing channel infrastructure every year.

The worldwide market for Rubik's Cube is expected to grow at a CAGR of roughly 0.8% over the next five years, will reach 270 million US\$ in 2023, from 260 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Rubik's

VERDES

Dayan

Cube4you

MoYu

GAN Cube

QiYi/MoFangGe

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

Ordinary Rubik's Cube

Alien Rubik's Cube

Market Segment by Applications, can be divided into

Entertainment

Competition

There are 15 Chapters to deeply display the global Rubik's Cube market.

Chapter 1, to describe Rubik's Cube Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Rubik's Cube, with sales, revenue, and price of Rubik's Cube, 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 Rubik's Cube, 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, Rubik's Cube market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Rubik's Cube sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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