

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

<https://marketpublishers.com/r/G32E79E9F5AEN.html>

Date: August 2018

Pages: 135

Price: US\$ 4,880.00 (Single User License)

ID: G32E79E9F5AEN

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

Contents

1 MARKET OVERVIEW

- 1.1 Rubik's Cube Introduction
- 1.2 Market Analysis by Type
 - 1.2.1 Ordinary Rubik's Cube
 - 1.2.2 Alien Rubik's Cube
- 1.3 Market Analysis by Applications
 - 1.3.1 Entertainment
 - 1.3.2 Competition
- 1.4 Market Analysis by Regions
 - 1.4.1 North America (United States, Canada and Mexico)
 - 1.4.1.1 United States Market States and Outlook (2013-2023)
 - 1.4.1.2 Canada Market States and Outlook (2013-2023)
 - 1.4.1.3 Mexico Market States and Outlook (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy)
 - 1.4.2.1 Germany Market States and Outlook (2013-2023)
 - 1.4.2.2 France Market States and Outlook (2013-2023)
 - 1.4.2.3 UK Market States and Outlook (2013-2023)
 - 1.4.2.4 Russia Market States and Outlook (2013-2023)
 - 1.4.2.5 Italy Market States and Outlook (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
 - 1.4.3.1 China Market States and Outlook (2013-2023)
 - 1.4.3.2 Japan Market States and Outlook (2013-2023)
 - 1.4.3.3 Korea Market States and Outlook (2013-2023)
 - 1.4.3.4 India Market States and Outlook (2013-2023)
 - 1.4.3.5 Southeast Asia Market States and Outlook (2013-2023)
 - 1.4.4 South America, Middle East and Africa
 - 1.4.4.1 Brazil Market States and Outlook (2013-2023)
 - 1.4.4.2 Egypt Market States and Outlook (2013-2023)
 - 1.4.4.3 Saudi Arabia Market States and Outlook (2013-2023)
 - 1.4.4.4 South Africa Market States and Outlook (2013-2023)
 - 1.4.4.5 Nigeria Market States and Outlook (2013-2023)
- 1.5 Market Dynamics
 - 1.5.1 Market Opportunities
 - 1.5.2 Market Risk
 - 1.5.3 Market Driving Force

2 MANUFACTURERS PROFILES

2.1 Rubik's

2.1.1 Business Overview

2.1.1.1 Rubik's Description

2.1.1.2 Rubik's Headquarter, Main Business and Finance Overview

2.1.2 Rubik's Rubik's Cube Product Introduction

2.1.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.1.2.2 Rubik's Cube Product Information

2.1.3 Rubik's Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.1 Rubik's Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.1.3.2 Global Rubik's Rubik's Cube Market Share in 2017

2.2 VERDES

2.2.1 Business Overview

2.2.1.1 VERDES Description

2.2.1.2 VERDES Headquarter, Main Business and Finance Overview

2.2.2 VERDES Rubik's Cube Product Introduction

2.2.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.2.2.2 Rubik's Cube Product Information

2.2.3 VERDES Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.1 VERDES Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.2.3.2 Global VERDES Rubik's Cube Market Share in 2017

2.3 Dayan

2.3.1 Business Overview

2.3.1.1 Dayan Description

2.3.1.2 Dayan Headquarter, Main Business and Finance Overview

2.3.2 Dayan Rubik's Cube Product Introduction

2.3.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.3.2.2 Rubik's Cube Product Information

2.3.3 Dayan Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.1 Dayan Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.3.3.2 Global Dayan Rubik's Cube Market Share in 2017

2.4 Cube4you

2.4.1 Business Overview

2.4.1.1 Cube4you Description

2.4.1.2 Cube4you Headquarter, Main Business and Finance Overview

2.4.2 Cube4you Rubik's Cube Product Introduction

2.4.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.4.2.2 Rubik's Cube Product Information

2.4.3 Cube4you Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.1 Cube4you Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.4.3.2 Global Cube4you Rubik's Cube Market Share in 2017

2.5 MoYu

2.5.1 Business Overview

2.5.1.1 MoYu Description

2.5.1.2 MoYu Headquarter, Main Business and Finance Overview

2.5.2 MoYu Rubik's Cube Product Introduction

2.5.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.5.2.2 Rubik's Cube Product Information

2.5.3 MoYu Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.1 MoYu Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.5.3.2 Global MoYu Rubik's Cube Market Share in 2017

2.6 GAN Cube

2.6.1 Business Overview

2.6.1.1 GAN Cube Description

2.6.1.2 GAN Cube Headquarter, Main Business and Finance Overview

2.6.2 GAN Cube Rubik's Cube Product Introduction

2.6.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.6.2.2 Rubik's Cube Product Information

2.6.3 GAN Cube Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.1 GAN Cube Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.6.3.2 Global GAN Cube Rubik's Cube Market Share in 2017

2.7 QiYi/MoFangGe

2.7.1 Business Overview

2.7.1.1 QiYi/MoFangGe Description

2.7.1.2 QiYi/MoFangGe Headquarter, Main Business and Finance Overview

2.7.2 QiYi/MoFangGe Rubik's Cube Product Introduction

2.7.2.1 Rubik's Cube Production Bases, Sales Regions and Major Competitors

2.7.2.2 Rubik's Cube Product Information

2.7.3 QiYi/MoFangGe Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.7.3.1 QiYi/MoFangGe Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.7.3.2 Global QiYi/MoFangGe Rubik's Cube Market Share in 2017

3 GLOBAL RUBIK'S CUBE MARKET COMPETITION, BY MANUFACTURER

3.1 Global Rubik's Cube Sales and Market Share by Manufacturer (2016-2017)

3.2 Global Rubik's Cube Revenue and Market Share by Manufacturer (2016-2017)

3.3 Global Rubik's Cube Price by Manufacturer (2016-2017)

3.4 Market Concentration Rate

3.4.1 Top 3 Rubik's Cube Manufacturer Market Share in 2017

3.4.2 Top 5 Rubik's Cube Manufacturer Market Share in 2017

3.5 Market Competition Trend

4 GLOBAL RUBIK'S CUBE MARKET ANALYSIS BY REGIONS

4.1 Global Rubik's Cube Sales, Revenue and Market Share by Regions

4.1.1 Global Rubik's Cube Sales by Regions (2013-2018)

4.1.2 Global Rubik's Cube Revenue by Regions (2013-2018)

4.2 North America Rubik's Cube Sales, Revenue and Growth Rate (2013-2018)

4.3 Europe Rubik's Cube Sales, Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Rubik's Cube Sales, Revenue and Growth Rate (2013-2018)

4.5 South America Rubik's Cube Sales, Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Rubik's Cube Sales, Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA RUBIK'S CUBE BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

5.1 North America Rubik's Cube Sales, Revenue and Market Share by Countries

5.1.1 North America Rubik's Cube Sales by Countries (2013-2018)

5.1.2 North America Rubik's Cube Revenue by Countries (2013-2018)

5.1.3 United States Rubik's Cube Sales and Growth Rate (2013-2018)

5.1.4 Canada Rubik's Cube Sales and Growth Rate (2013-2018)

5.1.5 Mexico Rubik's Cube Sales and Growth Rate (2013-2018)

5.2 North America Rubik's Cube Sales and Revenue (Value) by Manufacturers (2016-2017)

5.2.1 North America Rubik's Cube Sales by Manufacturers (2016-2017)

5.2.2 North America Rubik's Cube Revenue by Manufacturers (2016-2017)

5.3 North America Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)

5.3.1 North America Rubik's Cube Sales and Sales Share by Type (2013-2018)

5.3.2 North America Rubik's Cube Revenue and Revenue Share by Type (2013-2018)

5.4 North America Rubik's Cube Sales, Revenue and Market Share by Application (2013-2018)

5.4.1 North America Rubik's Cube Sales and Sales Share by Application (2013-2018)

5.4.2 North America Rubik's Cube Revenue and Revenue Share by Application (2013-2018)

6 EUROPE RUBIK'S CUBE BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

6.1 Europe Rubik's Cube Sales, Revenue and Market Share by Countries

6.1.1 Europe Rubik's Cube Sales by Countries (2013-2018)

6.1.2 Europe Rubik's Cube Revenue by Countries (2013-2018)

6.1.3 Germany Rubik's Cube Sales and Growth Rate (2013-2018)

6.1.4 UK Rubik's Cube Sales and Growth Rate (2013-2018)

6.1.5 France Rubik's Cube Sales and Growth Rate (2013-2018)

6.1.6 Russia Rubik's Cube Sales and Growth Rate (2013-2018)

6.1.7 Italy Rubik's Cube Sales and Growth Rate (2013-2018)

6.2 Europe Rubik's Cube Sales and Revenue (Value) by Manufacturers (2016-2017)

6.2.1 Europe Rubik's Cube Sales by Manufacturers (2016-2017)

6.2.2 Europe Rubik's Cube Revenue by Manufacturers (2016-2017)

6.3 Europe Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)

6.3.1 Europe Rubik's Cube Sales and Sales Share by Type (2013-2018)

6.3.2 Europe Rubik's Cube Revenue and Revenue Share by Type (2013-2018)

6.4 Europe Rubik's Cube Sales, Revenue and Market Share by Application (2013-2018)

6.4.1 Europe Rubik's Cube Sales and Sales Share by Application (2013-2018)

6.4.2 Europe Rubik's Cube Revenue and Revenue Share by Application (2013-2018)

7 ASIA-PACIFIC RUBIK'S CUBE BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

7.1 Asia-Pacific Rubik's Cube Sales, Revenue and Market Share by Countries

- 7.1.1 Asia-Pacific Rubik's Cube Sales by Countries (2013-2018)
- 7.1.2 Asia-Pacific Rubik's Cube Revenue by Countries (2013-2018)
- 7.1.3 China Rubik's Cube Sales and Growth Rate (2013-2018)
- 7.1.4 Japan Rubik's Cube Sales and Growth Rate (2013-2018)
- 7.1.5 Korea Rubik's Cube Sales and Growth Rate (2013-2018)
- 7.1.6 India Rubik's Cube Sales and Growth Rate (2013-2018)
- 7.1.7 Southeast Asia Rubik's Cube Sales and Growth Rate (2013-2018)
- 7.2 Asia-Pacific Rubik's Cube Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 7.2.1 Asia-Pacific Rubik's Cube Sales by Manufacturers (2016-2017)
 - 7.2.2 Asia-Pacific Rubik's Cube Revenue by Manufacturers (2016-2017)
- 7.3 Asia-Pacific Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)
 - 7.3.1 Asia-Pacific Rubik's Cube Sales and Sales Share by Type (2013-2018)
 - 7.3.2 Asia-Pacific Rubik's Cube Revenue and Revenue Share by Type (2013-2018)
- 7.4 Asia-Pacific Rubik's Cube Sales, Revenue and Market Share by Application (2013-2018)
 - 7.4.1 Asia-Pacific Rubik's Cube Sales and Sales Share by Application (2013-2018)
 - 7.4.2 Asia-Pacific Rubik's Cube Revenue and Revenue Share by Application (2013-2018)

8 SOUTH AMERICA RUBIK'S CUBE BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 8.1 South America Rubik's Cube Sales, Revenue and Market Share by Countries
 - 8.1.1 South America Rubik's Cube Sales by Countries (2013-2018)
 - 8.1.2 South America Rubik's Cube Revenue by Countries (2013-2018)
 - 8.1.3 Brazil Rubik's Cube Sales and Growth Rate (2013-2018)
 - 8.1.4 Argentina Rubik's Cube Sales and Growth Rate (2013-2018)
 - 8.1.5 Colombia Rubik's Cube Sales and Growth Rate (2013-2018)
- 8.2 South America Rubik's Cube Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 8.2.1 South America Rubik's Cube Sales by Manufacturers (2016-2017)
 - 8.2.2 South America Rubik's Cube Revenue by Manufacturers (2016-2017)
- 8.3 South America Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)
 - 8.3.1 South America Rubik's Cube Sales and Sales Share by Type (2013-2018)
 - 8.3.2 South America Rubik's Cube Revenue and Revenue Share by Type (2013-2018)
- 8.4 South America Rubik's Cube Sales, Revenue and Market Share by Application (2013-2018)

- 8.4.1 South America Rubik's Cube Sales and Sales Share by Application (2013-2018)
- 8.4.2 South America Rubik's Cube Revenue and Revenue Share by Application (2013-2018)

9 MIDDLE EAST AND AFRICA RUBIK'S CUBE BY COUNTRIES, TYPE, APPLICATION AND MANUFACTURERS

- 9.1 Middle East and Africa Rubik's Cube Sales, Revenue and Market Share by Countries
 - 9.1.1 Middle East and Africa Rubik's Cube Sales by Countries (2013-2018)
 - 9.1.2 Middle East and Africa Rubik's Cube Revenue by Countries (2013-2018)
 - 9.1.3 Saudi Arabia Rubik's Cube Sales and Growth Rate (2013-2018)
 - 9.1.4 UAE Rubik's Cube Sales and Growth Rate (2013-2018)
 - 9.1.5 Egypt Rubik's Cube Sales and Growth Rate (2013-2018)
 - 9.1.6 Nigeria Rubik's Cube Sales and Growth Rate (2013-2018)
 - 9.1.7 South Africa Rubik's Cube Sales and Growth Rate (2013-2018)
- 9.2 Middle East and Africa Rubik's Cube Sales and Revenue (Value) by Manufacturers (2016-2017)
 - 9.2.1 Middle East and Africa Rubik's Cube Sales by Manufacturers (2016-2017)
 - 9.2.2 Middle East and Africa Rubik's Cube Revenue by Manufacturers (2016-2017)
- 9.3 Middle East and Africa Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)
 - 9.3.1 Middle East and Africa Rubik's Cube Sales and Sales Share by Type (2013-2018)
 - 9.3.1 Middle East and Africa Rubik's Cube Revenue and Revenue Share by Type (2013-2018)
- 9.4 Middle East and Africa Rubik's Cube Sales, Revenue and Market Share by Application (2013-2018)
 - 9.4.1 Middle East and Africa Rubik's Cube Sales and Sales Share by Application (2013-2018)
 - 9.4.2 Middle East and Africa Rubik's Cube Revenue and Revenue Share by Application (2013-2018)

10 GLOBAL RUBIK'S CUBE MARKET SEGMENT BY TYPE

- 10.1 Global Rubik's Cube Sales, Revenue and Market Share by Type (2013-2018)
 - 10.1.1 Global Rubik's Cube Sales and Market Share by Type (2013-2018)
 - 10.1.2 Global Rubik's Cube Revenue and Market Share by Type (2013-2018)
- 10.2 Ordinary Rubik's Cube Sales Growth and Price

- 10.2.1 Global Ordinary Rubik's Cube Sales Growth (2013-2018)
- 10.2.2 Global Ordinary Rubik's Cube Price (2013-2018)
- 10.3 Alien Rubik's Cube Sales Growth and Price
 - 10.3.1 Global Alien Rubik's Cube Sales Growth (2013-2018)
 - 10.3.2 Global Alien Rubik's Cube Price (2013-2018)

11 GLOBAL RUBIK'S CUBE MARKET SEGMENT BY APPLICATION

- 11.1 Global Rubik's Cube Sales Market Share by Application (2013-2018)
- 11.2 Entertainment Sales Growth (2013-2018)
- 11.3 Competition Sales Growth (2013-2018)

12 RUBIK'S CUBE MARKET FORECAST (2018-2023)

- 12.1 Global Rubik's Cube Sales, Revenue and Growth Rate (2018-2023)
- 12.2 Rubik's Cube Market Forecast by Regions (2018-2023)
 - 12.2.1 North America Rubik's Cube Market Forecast (2018-2023)
 - 12.2.2 Europe Rubik's Cube Market Forecast (2018-2023)
 - 12.2.3 Asia-Pacific Rubik's Cube Market Forecast (2018-2023)
 - 12.2.4 South America Rubik's Cube Market Forecast (2018-2023)
 - 12.2.5 Middle East and Africa Rubik's Cube Market Forecast (2018-2023)
- 12.3 Rubik's Cube Market Forecast by Type (2018-2023)
 - 12.3.1 Global Rubik's Cube Sales Forecast by Type (2018-2023)
 - 12.3.2 Global Rubik's Cube Market Share Forecast by Type (2018-2023)
- 12.4 Rubik's Cube Market Forecast by Application (2018-2023)
 - 12.4.1 Global Rubik's Cube Sales Forecast by Application (2018-2023)
 - 12.4.2 Global Rubik's Cube Market Share Forecast by Application (2018-2023)

13 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS

- 13.1 Sales Channel
 - 13.1.1 Direct Marketing
 - 13.1.2 Indirect Marketing
 - 13.1.3 Marketing Channel Future Trend
- 13.2 Distributors, Traders and Dealers

14 RESEARCH FINDINGS AND CONCLUSION

15 APPENDIX

15.1 Methodology

15.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Rubik's Cube Picture

Table Product Specifications of Rubik's Cube

Figure Global Rubik's Cube CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (USD Million)

Figure Global Rubik's Cube CAGR (%), Y-o-Y Growth (&) and Market Size, 2013-2023 (Sales)

Figure Global Sales Market Share of Rubik's Cube by Types in 2017

Figure Ordinary Rubik's Cube Picture

Table Major Manufacturers of Ordinary Rubik's Cube

Figure Alien Rubik's Cube Picture

Table Major Manufacturers of Alien Rubik's Cube

Figure Rubik's Cube Sales Market Share by Applications in 2017

Figure Entertainment Picture

Figure Competition Picture

Figure United States Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Canada Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Mexico Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Germany Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure France Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure UK Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Russia Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Italy Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure China Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Japan Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Korea Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure India Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Southeast Asia Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Brazil Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Egypt Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Saudi Arabia Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure South Africa Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Figure Nigeria Rubik's Cube Revenue (Value) and Growth Rate (2013-2023)

Table Rubik's Headquarter, Established, Main Business and Finance Overview (2017)

Table Rubik's Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table Rubik's Rubik's Cube Product

Table Rubik's Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Rubik's Rubik's Cube Sales Market Share in 2017

Figure Global Rubik's Rubik's Cube Revenue Market Share in 2017

Table VERDES Headquarter, Established, Main Business and Finance Overview (2017)

Table VERDES Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table VERDES Rubik's Cube Product

Table VERDES Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global VERDES Rubik's Cube Sales Market Share in 2017

Figure Global VERDES Rubik's Cube Revenue Market Share in 2017

Table Dayan Headquarter, Established, Main Business and Finance Overview (2017)

Table Dayan Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table Dayan Rubik's Cube Product

Table Dayan Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Dayan Rubik's Cube Sales Market Share in 2017

Figure Global Dayan Rubik's Cube Revenue Market Share in 2017

Table Cube4you Headquarter, Established, Main Business and Finance Overview (2017)

Table Cube4you Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table Cube4you Rubik's Cube Product

Table Cube4you Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global Cube4you Rubik's Cube Sales Market Share in 2017

Figure Global Cube4you Rubik's Cube Revenue Market Share in 2017

Table MoYu Headquarter, Established, Main Business and Finance Overview (2017)

Table MoYu Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table MoYu Rubik's Cube Product

Table MoYu Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global MoYu Rubik's Cube Sales Market Share in 2017

Figure Global MoYu Rubik's Cube Revenue Market Share in 2017

Table GAN Cube Headquarter, Established, Main Business and Finance Overview (2017)

Table GAN Cube Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table GAN Cube Rubik's Cube Product

Table GAN Cube Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global GAN Cube Rubik's Cube Sales Market Share in 2017

Figure Global GAN Cube Rubik's Cube Revenue Market Share in 2017

Table QiYi/MoFangGe Headquarter, Established, Main Business and Finance Overview (2017)

Table QiYi/MoFangGe Rubik's Cube Production Bases, Sales Regions and Major Competitors

Table QiYi/MoFangGe Rubik's Cube Product

Table QiYi/MoFangGe Rubik's Cube Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Figure Global QiYi/MoFangGe Rubik's Cube Sales Market Share in 2017

Figure Global QiYi/MoFangGe Rubik's Cube Revenue Market Share in 2017

Table Global Rubik's Cube Sales by Manufacturer (2016-2017)

Figure Global Rubik's Cube Sales Market Share by Manufacturer in 2016

Figure Global Rubik's Cube Sales Market Share by Manufacturer in 2017

Table Global Rubik's Cube Revenue by Manufacturer (2016-2017)

Figure Global Rubik's Cube Revenue Market Share by Manufacturer in 2016

Figure Global Rubik's Cube Revenue Market Share by Manufacturer in 2017

Table Global Rubik's Cube Price by Manufacturer (2016-2017)

Figure Top 3 Rubik's Cube Manufacturer (Revenue) Market Share in 2017

Figure Top 6 Rubik's Cube Manufacturer (Revenue) Market Share in 2017

Figure Global Rubik's Cube Sales and Growth Rate (2013-2018)

Figure Global Rubik's Cube Revenue and Growth Rate (2013-2018)

Table Global Rubik's Cube Sales by Regions (2013-2018)

Table Global Rubik's Cube Sales Market Share by Regions (2013-2018)

Table Global Rubik's Cube Revenue by Regions (2013-2018)

Figure Global Rubik's Cube Revenue Market Share by Regions in 2013

Figure Global Rubik's Cube Revenue Market Share by Regions in 2017

Figure North America Rubik's Cube Sales and Growth Rate (2013-2018)

Figure North America Rubik's Cube Revenue and Growth Rate (2013-2018)

Figure Europe Rubik's Cube Sales and Growth Rate (2013-2018)

Figure Europe Rubik's Cube Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Rubik's Cube Sales and Growth Rate (2013-2018)

Figure Asia-Pacific Rubik's Cube Revenue and Growth Rate (2013-2018)

Figure South America Rubik's Cube Sales and Growth Rate (2013-2018)

Figure South America Rubik's Cube Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Rubik's Cube Sales and Growth Rate (2013-2018)

Figure Middle East and Africa Rubik's Cube Revenue and Growth Rate (2013-2018)

Figure North America Rubik's Cube Revenue and Growth Rate (2013-2018)
Table North America Rubik's Cube Sales by Countries (2013-2018)
Table North America Rubik's Cube Sales Market Share by Countries (2013-2018)
Figure North America Rubik's Cube Sales Market Share by Countries in 2013
Figure North America Rubik's Cube Sales Market Share by Countries in 2017
Table North America Rubik's Cube Revenue by Countries (2013-2018)
Table North America Rubik's Cube Revenue Market Share by Countries (2013-2018)
Figure North America Rubik's Cube Revenue Market Share by Countries in 2013
Figure North America Rubik's Cube Revenue Market Share by Countries in 2017
Figure United States Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Canada Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Mexico Rubik's Cube Sales and Growth Rate (2013-2018)
Table North America Rubik's Cube Sales by Manufacturer (2016-2017)
Figure North America Rubik's Cube Sales Market Share by Manufacturer in 2016
Figure North America Rubik's Cube Sales Market Share by Manufacturer in 2017
Table North America Rubik's Cube Revenue by Manufacturer (2016-2017)
Figure North America Rubik's Cube Revenue Market Share by Manufacturer in 2016
Figure North America Rubik's Cube Revenue Market Share by Manufacturer in 2017
Table North America Rubik's Cube Sales by Type (2013-2018)
Table North America Rubik's Cube Sales Share by Type (2013-2018)
Table North America Rubik's Cube Revenue by Type (2013-2018)
Table North America Rubik's Cube Revenue Share by Type (2013-2018)
Table North America Rubik's Cube Sales by Application (2013-2018)
Table North America Rubik's Cube Sales Share by Application (2013-2018)
Table North America Rubik's Cube Revenue by Application (2013-2018)
Table North America Rubik's Cube Revenue Share by Application (2013-2018)
Figure Europe Rubik's Cube Revenue and Growth Rate (2013-2018)
Table Europe Rubik's Cube Sales by Countries (2013-2018)
Table Europe Rubik's Cube Sales Market Share by Countries (2013-2018)
Table Europe Rubik's Cube Revenue by Countries (2013-2018)
Figure Europe Rubik's Cube Revenue Market Share by Countries in 2016
Figure Europe Rubik's Cube Revenue Market Share by Countries in 2017
Figure Germany Rubik's Cube Sales and Growth Rate (2013-2018)
Figure UK Rubik's Cube Sales and Growth Rate (2013-2018)
Figure France Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Russia Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Italy Rubik's Cube Sales and Growth Rate (2013-2018)
Table Europe Rubik's Cube Sales by Manufacturer (2016-2017)
Figure Europe Rubik's Cube Sales Market Share by Manufacturer in 2016

Figure Europe Rubik's Cube Sales Market Share by Manufacturer in 2017
Table Europe Rubik's Cube Revenue by Manufacturer (2016-2017)
Figure Europe Rubik's Cube Revenue Market Share by Manufacturer in 2016
Figure Europe Rubik's Cube Revenue Market Share by Manufacturer in 2017
Table Europe Rubik's Cube Sales by Type (2013-2018)
Table Europe Rubik's Cube Sales Share by Type (2013-2018)
Table Europe Rubik's Cube Revenue by Type (2013-2018)
Table Europe Rubik's Cube Revenue Share by Type (2013-2018)
Table Europe Rubik's Cube Sales by Application (2013-2018)
Table Europe Rubik's Cube Sales Share by Application (2013-2018)
Table Europe Rubik's Cube Revenue by Application (2013-2018)
Table Europe Rubik's Cube Revenue Share by Application (2013-2018)
Figure Asia-Pacific Rubik's Cube Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Rubik's Cube Sales by Countries (2013-2018)
Table Asia-Pacific Rubik's Cube Sales Market Share by Countries (2013-2018)
Figure Asia-Pacific Rubik's Cube Sales Market Share by Countries 2017
Table Asia-Pacific Rubik's Cube Revenue by Countries (2013-2018)
Figure Asia-Pacific Rubik's Cube Revenue Market Share by Countries 2017
Figure China Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Japan Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Korea Rubik's Cube Sales and Growth Rate (2013-2018)
Figure India Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Southeast Asia Rubik's Cube Sales and Growth Rate (2013-2018)
Table Asia-Pacific Rubik's Cube Sales by Manufacturer (2016-2017)
Figure Asia-Pacific Rubik's Cube Sales Market Share by Manufacturer in 2016
Figure Asia-Pacific Rubik's Cube Sales Market Share by Manufacturer in 2017
Table Asia-Pacific Rubik's Cube Revenue by Manufacturer (2016-2017)
Figure Asia-Pacific Rubik's Cube Revenue Market Share by Manufacturer in 2016
Figure Asia-Pacific Rubik's Cube Revenue Market Share by Manufacturer in 2017
Table Asia-Pacific Rubik's Cube Sales by Type (2013-2018)
Table Asia-Pacific Rubik's Cube Sales Share by Type (2013-2018)
Table Asia-Pacific Rubik's Cube Revenue by Type (2013-2018)
Table Asia-Pacific Rubik's Cube Revenue Share by Type (2013-2018)
Table Asia-Pacific Rubik's Cube Sales by Application (2013-2018)
Table Asia-Pacific Rubik's Cube Sales Share by Application (2013-2018)
Table Asia-Pacific Rubik's Cube Revenue by Application (2013-2018)
Table Asia-Pacific Rubik's Cube Revenue Share by Application (2013-2018)
Figure South America Rubik's Cube Revenue and Growth Rate (2013-2018)
Table South America Rubik's Cube Sales by Countries (2013-2018)

Table South America Rubik's Cube Sales Market Share by Countries (2013-2018)
Figure South America Rubik's Cube Sales Market Share by Countries in 2017
Table South America Rubik's Cube Revenue by Countries (2013-2018)
Table South America Rubik's Cube Revenue Market Share by Countries (2013-2018)
Figure South America Rubik's Cube Revenue Market Share by Countries in 2017
Figure Brazil Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Argentina Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Colombia Rubik's Cube Sales and Growth Rate (2013-2018)
Table South America Rubik's Cube Sales by Manufacturer (2016-2017)
Figure South America Rubik's Cube Sales Market Share by Manufacturer in 2016
Figure South America Rubik's Cube Sales Market Share by Manufacturer in 2017
Table South America Rubik's Cube Revenue by Manufacturer (2016-2017)
Figure South America Rubik's Cube Revenue Market Share by Manufacturer in 2016
Figure South America Rubik's Cube Revenue Market Share by Manufacturer in 2017
Table South America Rubik's Cube Sales by Type (2013-2018)
Table South America Rubik's Cube Sales Share by Type (2013-2018)
Table South America Rubik's Cube Revenue by Type (2013-2018)
Table South America Rubik's Cube Revenue Share by Type (2013-2018)
Table South America Rubik's Cube Sales by Application (2013-2018)
Table South America Rubik's Cube Sales Share by Application (2013-2018)
Table South America Rubik's Cube Revenue by Application (2013-2018)
Table South America Rubik's Cube Revenue Share by Application (2013-2018)
Figure Middle East and Africa Rubik's Cube Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Rubik's Cube Sales by Countries (2013-2018)
Table Middle East and Africa Rubik's Cube Sales Market Share by Countries (2013-2018)
Figure Middle East and Africa Rubik's Cube Sales Market Share by Countries in 2017
Table Middle East and Africa Rubik's Cube Revenue by Countries (2013-2018)
Table Middle East and Africa Rubik's Cube Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Rubik's Cube Revenue Market Share by Countries in 2013
Figure Middle East and Africa Rubik's Cube Revenue Market Share by Countries in 2017
Figure Saudi Arabia Rubik's Cube Sales and Growth Rate (2013-2018)
Figure UAE Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Egypt Rubik's Cube Sales and Growth Rate (2013-2018)
Figure Nigeria Rubik's Cube Sales and Growth Rate (2013-2018)
Figure South Africa Rubik's Cube Sales and Growth Rate (2013-2018)

Table Middle East and Africa Rubik's Cube Sales by Manufacturer (2016-2017)

Figure Middle East and Africa Rubik's Cube Sales Market Share by Manufacturer in 2016

Figure Middle East and Africa Rubik's Cube Sales Market Share by Manufacturer in 2017

Table Middle East and Africa Rubik's Cube Revenue by Manufacturer (2016-2017)

Figure Middle East and Africa Rubik's Cube Revenue Market Share by Manufacturer in 2016

Figure Middle East and Africa Rubik's Cube Revenue Market Share by Manufacturer in 2017

Table Middle East and Africa Rubik's Cube Sales by Type (2013-2018)

Table Middle East and Africa Rubik's Cube Sales Share by Type (2013-2018)

Table Middle East and Africa Rubik's Cube Revenue by Type (2013-2018)

Table Middle East and Africa Rubik's Cube Revenue Share by Type (2013-2018)

Table Middle East and Africa Rubik's Cube Sales by Application (2013-2018)

Table Middle East and Africa Rubik's Cube Sales Share by Application (2013-2018)

Table Middle East and Africa Rubik's Cube Revenue by Application (2013-2018)

Table Middle East and Africa Rubik's Cube Revenue Share by Application (2013-2018)

Table Global Rubik's Cube Sales by Type (2013-2018)

Table Global Rubik's Cube Sales Share by Type (2013-2018)

Table Global Rubik's Cube Revenue by Type (2013-2018)

Table Global Rubik's Cube Revenue Share by Type (2013-2018)

Figure Global Ordinary Rubik's Cube Sales Growth (2013-2018)

Figure Global Ordinary Rubik's Cube Price (2013-2018)

Figure Global Alien Rubik's Cube Sales Growth (2013-2018)

Figure Global Alien Rubik's Cube Price (2013-2018)

Table Global Rubik's Cube Sales by Application (2013-2018)

Table Global Rubik's Cube Sales Share by Application (2013-2018)

Figure Global Entertainment Sales Growth (2013-2018)

Figure Global Competition Sales Growth (2013-2018)

Figure Global Rubik's Cube Sales, Revenue and Growth Rate (2018-2023)

Table Global Rubik's Cube Sales Forecast by Regions (2018-2023)

Table Global Rubik's Cube Market Share Forecast by Regions (2018-2023)

Figure North America Sales Rubik's Cube Market Forecast (2018-2023)

Figure Europe Sales Rubik's Cube Market Forecast (2018-2023)

Figure Asia-Pacific Sales Rubik's Cube Market Forecast (2018-2023)

Figure South America Sales Rubik's Cube Market Forecast (2018-2023)

Figure Middle East and Africa Sales Rubik's Cube Market Forecast (2018-2023)

Table Global Rubik's Cube Sales Forecast by Type (2018-2023)

Table Global Rubik's Cube Market Share Forecast by Type (2018-2023)

Table Global Rubik's Cube Sales Forecast by Application (2018-2023)

Table Global Rubik's Cube Market Share Forecast by Application (2018-2023)

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