

# Global Toy Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Toy market size was valued at USD 67110 million in 2023 and is forecast to a readjusted size of USD 90090 million by 2030 with a CAGR of 4.3% during review period.

Global key players of toys in the world include LEGO, Mattel, Hasbro, Bandai, MGA Entertainment, Tujia Tomei, TAKARA TOMY, etc. Global top six manufacturers hold a share over 34%. The key players are mainly located in Europe, North America, China and Japan. In terms of products, activity toys are the largest segment with a share of over 43%. In terms of application, the largest application is for 6-8 years old, with a share over 40%.

The Global Info Research report includes an overview of the development of the Toy industry chain, the market status of Less Than 6 Years Old (Activity Toys, Games and Puzzles), 6-8 Years Old (Activity Toys, Games and Puzzles), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Toy.

Regionally, the report analyzes the Toy 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 Toy market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Toy 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 Toy 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 revenue generated, and market share of different by Type (e.g., Activity Toys, Games and Puzzles).

**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 Toy market.

**Regional Analysis:** The report involves examining the Toy 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 Toy market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Toy:

**Company Analysis:** Report covers individual Toy players, 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 Toy This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Less Than 6 Years Old, 6-8 Years Old).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Toy 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

Toy 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 value.

### Market segment by Type

Activity Toys

Games and Puzzles

Construction Toys

Dolls and Accessories

Outdoor and Sports Toys

Others

### Market segment by Application

Less Than 6 Years Old

6-8 Years Old

9-11 Years Old

Over 11 Years Old

Market segment by players, this report covers

LEGO

Hasbro

Vtech

Mattel

McDonald's

Bandai

TAKARA TOMY

MGA Entertainment

JAKKS Pacific

Gigotoys

Melissa & Doug

Simba-Dickie Group

Giochi Preziosi

PLAYMOBIL

Ravensburger

Leapfrog

Spin Master

MindWare

Safari

BanBao

Guangdong Loongon

Goldlok Toys

Alpha Animation and Culture

POP Mart

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of Toy, with revenue, gross margin and global market share of Toy from 2019 to 2024.

Chapter 3, the Toy competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

revenue and market share for key countries in the world, from 2019 to 2024. and Toy market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Toy.

Chapter 13, to describe Toy research findings and conclusion.

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