

# Global Toys 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 Toys market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

A toy is an item that is used in play, especially one designed for such use. Playing with toys can be an enjoyable means of training young children for life in society. Different materials like wood, clay, paper, and plastic are used to make toys. Many items are designed to serve as toys, but goods produced for other purposes can also be used. For instance, a small child may fold an ordinary piece of paper into an airplane shape and 'fly it'. Newer forms of toys include interactive digital entertainment. Some toys are produced primarily as collectors' items and are intended for display only.

Playing with toys is considered to be important when it comes to growing up and learning about the world around us. Younger children use toys to discover their identity, help their bodies grow strong, learn cause and effect, explore relationships, and practice skills they will need as adults. Adults on occasion use toys to form and strengthen social bonds, teach, help in therapy, and to remember and reinforce lessons from their youth.

The Global Info Research report includes an overview of the development of the Toys industry chain, the market status of Age 0-3 (Outdoor & Sports Toys, Dolls), Age 3-6 (Outdoor & Sports Toys, Dolls), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Toys.

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

#### Key Features:

The report presents comprehensive understanding of the Toys 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 Toys 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., Outdoor & Sports Toys, Dolls).

**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 Toys market.

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

The report also involves a more granular approach to Toys:

**Company Analysis:** Report covers individual Toys 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 Toys This may involve surveys, interviews, and analysis of consumer

reviews and feedback from different by Application (Age 0-3, Age 3-6).

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

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

Toys 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

Outdoor & Sports Toys

Dolls

Infant/Toddler/Preschool Toys

Games/Puzzles

Building Sets

Action Figures & Accessories

Others

### Market segment by Application

Age 0-3

Age 3-6

Age 6-12

Other

Market segment by players, this report covers

Lego

Mattel

Bandai Namco

Fisher-Price

Barbie

Nerf

Hasbro

Hot Wheels

My Little Pony

Mobile Suit Gundam

Play-Doh

Monopoly

Playskool

Magic: The Gathering

Monster High

MEGA Bloks

Yo-Kai Watch

Transformers

Power Rangers

American Girl

Littlest Pet Shop

Masked Rider

TOMICA

Tomy Company

FurReal Friends

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 Toys product scope, market overview, market estimation caveats

and base year.

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

Chapter 3, the Toys 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 Toys 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 Toys.

Chapter 13, to describe Toys research findings and conclusion.

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