

Global Infant Early Education Toys Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Infant Early Education Toys market size was valued at US\$ 10860 million in 2024 and is forecast to a readjusted size of USD 15010 million by 2031 with a CAGR of 4.8% during review period.

Infant early education toys are specially designed toys that aim to stimulate and promote the development of infants and young children. These toys are crafted with consideration for safety, age-appropriate features, and educational value. The primary goal is to engage infants in activities that foster the development of various skills, including cognitive, motor, sensory, and social-emotional skills.

According to World Bank statistics, the global birth rate in 2021 was about 1.7%. Although the population growth rate had slowed down, with the development of the world economy and the increase of per capita disposable income of residents, the spending power is growing. Therefore, there is still a large room for development in the baby products industry. Improving product quality and tapping the value of a single customer will become the drivers for the growth of the infant and child industry. Refinement and diversification are the core characteristics of the consumer demand. China has a large population base, and even if the population growth rate slows down, there will still be a demographic dividend. The State Council in 2022 proposes to 'Guide market players to produce safer and healthier domestic infant products'. According to the National Bureau of Statistics, China's birth rate in 2022 was 6.77%, and the birth population was 9.56 million. According to the results of the seventh national census in 2021, the number of infants and young children aged 0-6 in China reached 140 million, of which the number of infants and young children aged 3-6 exceeded 70 million. The

huge population size has brewed a market demand with huge potential, and the children's consumption market has risen rapidly. Chinese families spend a lot on childcare, with the average cost of childcare ranking second in the world. The survey data released by China Research Center for Children's Industry shows that in 80% of families in China, children's expenditures account for 30% to 50% of household expenditures, and the average annual consumption of children in families is ?17,000 to 25,500. According to data from the Yuwa Population Research, the national average cost of raising a child (the cost of raising a child to the age of 18) is ?485,218. From the perspective of specific stages, the largest proportion is the cost of raising children aged 6-14, accounting for about 45%. The cost during pregnancy, the cost of childbirth and confinement, and the cost of raising babies aged 0-2 accounted for 2.06%, 2.09% and 13.33% separately.

This report is a detailed and comprehensive analysis for global Infant Early Education Toys market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Infant Early Education Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Infant Early Education Toys market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Infant Early Education Toys market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Infant Early Education Toys market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries
To assess the growth potential for Infant Early Education Toys
To forecast future growth in each product and end-use market
To forecast future factors affecting the marketplace

This report profiles key players in the global Infant Early Education Toys market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include LEGO, Mattel, Hasbro, Bandai, TAKARA TOMY, Gigotoys, MGA Entertainment, Melissa & Doug, Simba-Dickie Group, Giochi Preziosi, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Infant Early Education Toys market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Puzzle

Building Blocks

Others

Market segment by Application

Supermarket

Toy Store

Online Retail

Major players covered

LEGO

Mattel

Hasbro

Bandai

TAKARA TOMY

Gigotoys

MGA Entertainment

Melissa & Doug

Simba-Dickie Group

Giochi Preziosi

PLAYMOBIL

Ravensburger

Vtech

Leapfrog

Spin Master

MindWare

Safari

BanBao

Qunxing

Goldlok Toys

Star-Moon

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Infant Early Education Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Infant Early Education Toys, with price, sales quantity, revenue, and global market share of Infant Early Education Toys from 2020 to 2025.

Chapter 3, the Infant Early Education Toys competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Infant Early Education Toys breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Infant Early Education Toys market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Infant Early Education Toys.

Chapter 14 and 15, to describe Infant Early Education Toys sales channel, distributors, customers, research findings and conclusion.

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