

# The World Market for Children's Toys and Indoor Games: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for children's toys and indoor games. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for children's toys and indoor games for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Children's toys and indoor games' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'children's toys and indoor games' is 8942.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: CHILDREN'S TOYS AND INDOOR GAMES EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED CHILDREN'S TOYS AND INDOOR GAMES IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 BOTSWANA

#### 3.1.3 BURKINA FASO

#### 3.1.4 CAMEROON

#### 3.1.5 COTE D'IVOIRE

#### 3.1.6 EGYPT

#### 3.1.7 GABON

#### 3.1.8 KENYA

#### 3.1.9 LESOTHO

#### 3.1.10 MADAGASCAR

#### 3.1.11 MAURITIUS

#### 3.1.12 MOROCCO

#### 3.1.13 NAMIBIA

#### 3.1.14 SIERRA LEONE

#### 3.1.15 SOUTH AFRICA

#### 3.1.16 THE REPUBLIC OF THE CONGO

#### 3.1.17 TUNISIA

#### 3.1.18 WESTERN SAHARA

3.2 ASIA: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

### 3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CAMBODIA

3.2.4 CHINA

3.2.5 HONG KONG

3.2.6 INDIA

3.2.7 INDONESIA

3.2.8 JAPAN

3.2.9 MACAU

3.2.10 MALAYSIA

3.2.11 MYANMAR

3.2.12 NEPAL

3.2.13 NORTH KOREA

3.2.14 SINGAPORE

3.2.15 SOUTH KOREA

3.2.16 SRI LANKA

3.2.17 TAIWAN

3.2.18 THAILAND

3.2.19 THE PHILIPPINES

3.2.20 VIETNAM

## 3.3 EUROPE: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

### 3.3.1 EXECUTIVE SUMMARY

3.3.2 ALBANIA

3.3.3 AUSTRIA

3.3.4 BELARUS

3.3.5 BELGIUM

3.3.6 BOSNIA AND HERZEGOVINA

3.3.7 BULGARIA

3.3.8 CROATIA

3.3.9 CYPRUS

3.3.10 DENMARK

3.3.11 ESTONIA

3.3.12 FINLAND

3.3.13 FRANCE

3.3.14 GEORGIA

3.3.15 GERMANY

3.3.16 GIBRALTAR

3.3.17 GREECE

- 3.3.18 HUNGARY
- 3.3.19 IRELAND
- 3.3.20 ITALY
- 3.3.21 KAZAKHSTAN
- 3.3.22 LATVIA
- 3.3.23 LITHUANIA
- 3.3.24 LUXEMBOURG
- 3.3.25 MACEDONIA
- 3.3.26 MALTA
- 3.3.27 MOLDOVA
- 3.3.28 NORWAY
- 3.3.29 POLAND
- 3.3.30 PORTUGAL
- 3.3.31 ROMANIA
- 3.3.32 RUSSIA
- 3.3.33 SLOVAKIA
- 3.3.34 SLOVENIA
- 3.3.35 SPAIN
- 3.3.36 SWEDEN
- 3.3.37 SWITZERLAND
- 3.3.38 THE CZECH REPUBLIC
- 3.3.39 THE NETHERLANDS
- 3.3.40 THE UNITED KINGDOM
- 3.3.41 UKRAINE

#### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BOLIVIA
- 3.4.4 BRAZIL
- 3.4.5 CHILE
- 3.4.6 COLOMBIA
- 3.4.7 COSTA RICA
- 3.4.8 ECUADOR
- 3.4.9 EL SALVADOR
- 3.4.10 GUATEMALA
- 3.4.11 HONDURAS
- 3.4.12 MEXICO
- 3.4.13 NICARAGUA

3.4.14 PANAMA

3.4.15 PARAGUAY

3.4.16 PERU

3.4.17 URUGUAY

3.4.18 VENEZUELA

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 CUBA

3.5.4 THE DOMINICAN REPUBLIC

3.5.5 THE UNITED STATES

3.5.6 TRINIDAD AND TOBAGO

### 3.6 OCEANIA: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 CHRISTMAS ISLAND

3.6.4 FIJI

3.6.5 NEW ZEALAND

3.6.6 THE COCOS (KEELING) ISLANDS

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF CHILDREN'S TOYS AND INDOOR GAMES IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 BAHRAIN

3.7.3 IRAN

3.7.4 ISRAEL

3.7.5 JORDAN

3.7.6 KUWAIT

3.7.7 KYRGYZSTAN

3.7.8 LEBANON

3.7.9 OMAN

3.7.10 PAKISTAN

3.7.11 QATAR

3.7.12 SAUDI ARABIA

3.7.13 SYRIA

3.7.14 THE UNITED ARAB EMIRATES

3.7.15 TURKEY

3.7.16 UZBEKISTAN

## 4 IMPORTS

### 4.1 AFRICA: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

#### 4.1.1 EXECUTIVE SUMMARY

#### 4.1.2 ALGERIA

#### 4.1.3 BENIN

#### 4.1.4 BOTSWANA

#### 4.1.5 BURKINA FASO

#### 4.1.6 CAMEROON

#### 4.1.7 CAPE VERDE

#### 4.1.8 COTE D'IVOIRE

#### 4.1.9 EGYPT

#### 4.1.10 ETHIOPIA

#### 4.1.11 GUINEA

#### 4.1.12 MADAGASCAR

#### 4.1.13 MALAWI

#### 4.1.14 MAURITIUS

#### 4.1.15 MOROCCO

#### 4.1.16 MOZAMBIQUE

#### 4.1.17 NAMIBIA

#### 4.1.18 NIGER

#### 4.1.19 NIGERIA

#### 4.1.20 RWANDA

#### 4.1.21 SAO TOME E PRINCIPE

#### 4.1.22 SENEGAL

#### 4.1.23 SIERRA LEONE

#### 4.1.24 SOUTH AFRICA

#### 4.1.25 TANZANIA

#### 4.1.26 THE CENTRAL AFRICAN REPUBLIC

#### 4.1.27 THE DEMOCRATIC REPUBLIC OF THE CONGO

#### 4.1.28 UGANDA

#### 4.1.29 ZAMBIA

#### 4.1.30 ZIMBABWE

### 4.2 ASIA: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

#### 4.2.1 EXECUTIVE SUMMARY

#### 4.2.2 BRUNEI

#### 4.2.3 CHINA

#### 4.2.4 HONG KONG

- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

#### 4.3 EUROPE: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA

- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE
- 4.4 LATIN AMERICA: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024
  - 4.4.1 EXECUTIVE SUMMARY
  - 4.4.2 ARGENTINA
  - 4.4.3 BELIZE
  - 4.4.4 BOLIVIA
  - 4.4.5 BRAZIL
  - 4.4.6 CHILE
  - 4.4.7 COLOMBIA
  - 4.4.8 ECUADOR
  - 4.4.9 EL SALVADOR
  - 4.4.10 GUATEMALA
  - 4.4.11 GUYANA
  - 4.4.12 HONDURAS
  - 4.4.13 MEXICO
  - 4.4.14 NICARAGUA
  - 4.4.15 PANAMA
  - 4.4.16 PARAGUAY
  - 4.4.17 PERU
  - 4.4.18 SURINAME
  - 4.4.19 URUGUAY



#### 4.5 NORTH AMERICA & THE CARIBBEAN: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 BERMUDA
- 4.5.6 CANADA
- 4.5.7 GREENLAND
- 4.5.8 JAMAICA
- 4.5.9 ST. LUCIA
- 4.5.10 THE BAHAMAS
- 4.5.11 THE DOMINICAN REPUBLIC
- 4.5.12 THE UNITED STATES

#### 4.6 OCEANIA: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND
- 4.6.7 PALAU
- 4.6.8 THE SOLOMON ISLANDS
- 4.6.9 TONGA

#### 4.7 THE MIDDLE EAST: CHILDREN'S TOYS AND INDOOR GAMES IMPORTS IN 2024

- 4.7.1 EXECUTIVE SUMMARY
- 4.7.2 ARMENIA
- 4.7.3 AZERBAIJAN
- 4.7.4 BAHRAIN
- 4.7.5 ISRAEL
- 4.7.6 JORDAN
- 4.7.7 KUWAIT
- 4.7.8 LEBANON
- 4.7.9 OMAN
- 4.7.10 PAKISTAN
- 4.7.11 QATAR
- 4.7.12 TURKEY
- 4.7.13 YEMEN

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