

China Toys Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The China toys market reached a value of US\$ 17 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 31.4 Billion by 2027, exhibiting a CAGR of 11.13% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

China is one of the leading toy markets in the world and its potential growth has created a huge opportunity for domestic and international toy manufacturers. The demand for toys in China is changing from traditional and decorative toys to electronic or remote-controlled toys. With inflating income levels of urban dwellers and rising standards of living, a shift has been witnessed from conventional toys to innovative electronic and plush toys. Moreover, the recent relaxation of the one-child policy in China has also added a large number of new-borns to the population, thereby expanding the consumer base of the toys market.

China Toys Market Drivers/Constraints:

The increasing domestic demand for toys in China is currently being catalysed by the country's economic growth and rising disposable incomes. China has exhibited strong GDP growth rates for the last several decades and now represents the world's second largest economy. Owing to this fact, the middle-class population is increasing in the region. People have more disposable incomes and their spending patterns have also changed. This has resulted in a transition from traditional, low-end battery-operated toys, towards innovative electronic toys, intelligent toys as well as high-end plush toys and decorative cloth toys.

The relaxation of the one-child policy in 2013 in favor of a two-child plan has brought an

influx of newborns in China. In 2016, China implemented the two-child policy completely under the 13th Five-Year Plan (2016-2020). According to the Hong Kong Trade and Development Council, the two-child policy has resulted in adding 2.4 million newborns in China each year. This is expected to expand the consumer base for toys creating a positive impact on the market.

There are large variety of toys currently available in the toys market in China. The diverse product category ranges from traditional plush toys, construction and building toys, dolls, board games and puzzles to high-end electronic toys, educational toys, ride-ons, up-market plush toys and dolls. There are toys which are domestically produced by small, medium and large manufactures and also there are products from renowned international brands. Each toy category has inexpensive and high-end versions. This large product portfolio along with their varied price ranges are able to cater to the consumers from different incomes groups, thereby bolstering the market growth. Online sales channels have recently witnessed a boom in China with the evolution of smartphones and other digital media. As the quality and features of products can be discussed among shoppers, and prices can be compared on various platforms, the online sales channels represents one of the fastest growing distribution channels for toys in China. Few of the major e-commerce platforms for toys are T-Mall, Taobao, jd.com etc. These online platforms provide an opportunity to international brands to open exclusive online stores and directly sell products to Chinese consumers without being physically present in the country. Evolution of these online sales channels has made various categories of products and brands easily accessible to consumers and catalyzed the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the China toys market, along with forecasts at the country and province level from 2022-2027. Our report has categorized the market based on product type, distribution channel, and end-user.

Breakup by Product Type:

- Plush Toys
- Electronic/Remote Control Toys
- Games and Puzzles
- Construction and Building Toys
- Dolls
- Ride-Ons
- Sports & Outdoor Play Toys

Infant/Pre-School Toys
Activity Toys
Others

On the basis of product type, electronic/remote control toys are the most popular type of toys in China. Other major product types include plush toys, infant/pre-school toys, activity toys, dolls, games and puzzles, construction and building toys, sports and outdoor play toys, ride-ons and others.

Breakup by End-User:

Unisex
Boys
Girls

Based on the end-user, the report finds that unisex toys dominated the market.

Breakup by Distribution Channel:

Specialty Toy Chain Stores
Supermarkets and Hypermarkets
Departmental Stores
Online Stores
Others

On the basis of distribution channel, the market has been segmented into specialty toy chain stores, supermarkets and hypermarkets, departmental stores, online stores and others. Currently, specialty toy chain stores represent the largest distribution channel as these stores have well established networks and offer a wide range of products.

Province Insights:

Guangdong
Jiangsu
Shandong
Zhejiang
Henan
Others

Based on the province, Guangdong enjoys the leading position in the market. Other major provinces are Jiangsu, Shandong, Zhejiang and Henan.

Competitive Landscape:

The toy market in China consists of both local and international manufacturers. The report provides a list of the key manufacturers across all major product types.

Mattel, Inc.

LEGO System A/S

Hasbro, Inc.

VTech Holdings Limited

Hape International AG

Silverlit Toys Manufactory Limited

Sieper GmbH

Micro Mobility Systems AG

Ravensburger Ltd

Shantou City Big Tree Toys Co., Ltd

This report provides a deep insight into the China toys market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the toys market in China in any manner.

Key Questions Answered in This Report

1. What was the size of the China toys market in 2021?
2. What is the expected growth rate of the China toys market during 2022-2027?
3. What are the key factors driving the China toys market?
4. What has been the impact of COVID-19 on the China toys market?
5. What is the breakup of the China toys market based on the product type?
6. What is the breakup of the China toys market based on the end-user?
7. What is the breakup of the China toys market based on the distribution channel?
8. What are the key regions in the China toys market?
9. Who are the key players/companies in the China toys market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology
- 2.6 Study Assumptions

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 CHINA TOYS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Distribution Channel
- 5.6 Market Breakup by End-User
- 5.7 Market Breakup by Province
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities

- 5.9.5 Threats
- 5.10 Value Chain Analysis
 - 5.10.1 Overview
 - 5.10.2 Research and Development
 - 5.10.3 Raw Material Procurement
 - 5.10.4 Manufacturing
 - 5.10.5 Quality Control
 - 5.10.6 Marketing
 - 5.10.7 Distribution
 - 5.10.8 Retailers
 - 5.10.9 End Users
- 5.11 Porter's Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Rivalry
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes
- 5.12 Price Analysis
 - 5.12.1 Price Ranges
 - 5.12.2 Price Indicators

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Plush Toys
 - 6.1.1 Market Overview
 - 6.1.2 Market Performance
 - 6.1.3 Competitive Landscape
 - 6.1.4 Value Chain
 - 6.1.5 Market Forecast
- 6.2 Electronic/Remote Control Toys
 - 6.2.1 Market Overview
 - 6.2.2 Market Performance
 - 6.2.3 Competitive Landscape
 - 6.2.4 Value Chain
 - 6.2.5 Market Forecast
- 6.3 Games and Puzzles
 - 6.3.1 Market Overview
 - 6.3.2 Market Performance

- 6.3.3 Competitive Landscape
- 6.3.4 Value Chain
- 6.3.5 Market Forecast
- 6.4 Construction and Building Toys
 - 6.4.1 Market Overview
 - 6.4.2 Market Performance
 - 6.4.3 Competitive Landscape
 - 6.4.4 Value Chain
 - 6.4.5 Market Forecast
- 6.5 Dolls
 - 6.5.1 Market Overview
 - 6.5.2 Market Performance
 - 6.5.3 Competitive Landscape
 - 6.5.4 Value Chain
 - 6.5.5 Market Forecast
- 6.6 Ride-Ons
 - 6.6.1 Overview
 - 6.6.2 Market Performance
 - 6.6.3 Competitive Landscape
 - 6.6.4 Value Chain
 - 6.6.5 Market Forecast
- 6.7 Sports & Outdoor Play Toys
 - 6.7.1 Market Overview
 - 6.7.2 Market Performance
 - 6.7.3 Competitive Landscape
 - 6.7.4 Value Chain
 - 6.7.5 Market Forecast
- 6.8 Infant/Pre-School Toys
 - 6.8.1 Market Overview
 - 6.8.2 Market Performance
 - 6.8.3 Competitive Landscape
 - 6.8.4 Value Chain
 - 6.8.5 Market Forecast
- 6.9 Activity Toys
 - 6.9.1 Market Overview
 - 6.9.2 Market Performance
 - 6.9.3 Competitive Landscape
 - 6.9.4 Value Chain
 - 6.9.5 Market Forecast

6.10 Others

6.10.1 Market Overview

6.10.2 Market Performance

6.10.3 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 Specialty Toy Chain Stores

7.1.1 Overview

7.1.2 Market Performance

7.1.3 Market Forecast

7.2 Supermarkets and Hypermarkets

7.2.1 Overview

7.2.2 Market Performance

7.2.3 Market Forecast

7.3 Departmental Stores

7.3.1 Overview

7.3.2 Market Performance

7.3.3 Market Forecast

7.4 Online Stores

7.4.1 Overview

7.4.2 Market Performance

7.4.3 Market Forecast

7.5 Others

7.5.1 Overview

7.5.2 Market Performance

7.5.3 Market Forecast

8 MARKET BREAKUP BY END-USER

8.1 Unisex

8.1.1 Overview

8.1.2 Market Performance

8.1.3 Market Forecast

8.2 Boys

8.2.1 Overview

8.2.2 Market Performance

8.2.3 Market Forecast

8.3 Girls

- 8.3.1 Overview
- 8.3.2 Market Performance
- 8.3.3 Market Forecast

9 MARKET BREAKUP BY PROVINCE

- 9.1 Guangdong
 - 9.1.1 Overview
 - 9.1.2 Market Performance
 - 9.1.3 Market Forecast
- 9.2 Jiangsu
 - 9.2.1 Overview
 - 9.2.2 Market Performance
 - 9.2.3 Market Forecast
- 9.3 Shandong
 - 9.3.1 Overview
 - 9.3.2 Market Performance
 - 9.3.3 Market Forecast
- 9.4 Zhejiang
 - 9.4.1 Overview
 - 9.4.2 Market Performance
 - 9.4.3 Market Forecast
- 9.5 Henan
 - 9.5.1 Overview
 - 9.5.2 Market Performance
 - 9.5.3 Market Forecast
- 9.6 Others
 - 9.6.1 Overview
 - 9.6.2 Market Performance
 - 9.6.3 Market Forecast

10 TOYS MANUFACTURING PROCESS

- 10.1 Product Overview
- 10.2 Raw Material Requirement
- 10.3 Various Types of Unit Operations Involved
- 10.4 Key Success and Risk Factors

11 COMPETITIVE LANDSCAPE

11.1 Competitive Structure

11.2 Key Players

12 PROFILE OF KEY PLAYERS

12.1 Mattel, Inc.

12.2 LEGO System A/S

12.3 Hasbro, Inc.

12.4 VTech Holdings Limited

12.5 Hape International AG

12.6 Silverlit Toys Manufactory Limited

12.7 Sieper GmbH

12.8 MMicro Mobility Systems AG

12.9 Ravensburger Ltd

12.10 Shantou City Big Tree Toys Co., Ltd

List Of Tables

LIST OF TABLES

Table 1: China: Toys Market: Key Industry Highlights, 2021 and 2027

Table 2: China: Toys Market: General Price Range by Product Type (in US\$ per Unit), 2021

Table 3: China: Toys Market Forecast: Breakup by Product Type (in Million US\$), 2022-2027

Table 4: China: Plush Toys Market: Key Industry Highlights, 2021 and 2027

Table 5: China: Plush Toys Market: Major Companies

Table 6: China: Electronic/Remote Control Toys Market: Key Industry Highlights, 2021 and 2027

Table 7: China: Electronic/Remote Control Toys Market: Major Companies

Table 8: China: Games and Puzzles Market: Key Industry Highlights, 2021 and 2027

Table 9: China: Games and Puzzles Market: Major Companies

Table 10: China: Construction and Building Toys Market: Key Industry Highlights, 2021 and 2027

Table 11: China: Construction and Building Toys Market: Major Companies

Table 12: China: Dolls Market: Key Industry Highlights, 2021 and 2027

Table 13: China: Dolls Market: Major Companies

Table 14: China: Ride-Ons Market: Key Industry Highlights, 2021 and 2027

Table 15: China: Ride-Ons Market: Major Companies

Table 16: China: Sports & Outdoor Play Toys Market: Key Industry Highlights, 2021 and 2027

Table 17: China: Sports & Outdoor Play Toys Market: Major Companies

Table 18: China: Infant/Pre-School Toys Market: Key Industry Highlights, 2021 and 2027

Table 19: China: Infant/Pre-School Toys Market: Major Companies

Table 20: China: Activity Toys Market: Key Industry Highlights, 2021 and 2027

Table 21: China: Activity Toys Market: Major Companies

Table 22: China: Other Toys Market: Key Industry Highlights, 2021 and 2027

Table 23: China: Toys Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 24: China: Toys Market (Specialty Toy Chain Stores): Key Industry Highlights, 2021 and 2027

Table 25: China: Toys Market (Supermarkets and Hypermarkets): Key Industry Highlights, 2021 and 2027

Table 26: China: Toys Market (Departmental Stores): Key Industry Highlights, 2021 and 2027

2027

Table 27: China: Toys Market (Online Stores): Key Industry Highlights, 2021 and 2027

Table 28: China: Toys Market (Others): Key Industry Highlights, 2021 and 2027

Table 29: China: Toys Market Forecast: Breakup by End-User (in Million US\$), 2022-2027

Table 30: China: Toys Market (Unisex): Key Industry Highlights, 2021 and 2027

Table 31: China: Toys Market (Boys): Key Industry Highlights, 2021 and 2027

Table 32: China: Toys Market (Girls): Key Industry Highlights, 2021 and 2027

Table 33: China: Toys Market Forecast: Breakup by Province (in Million US\$), 2022-2027

Table 34: Guangdong: Toys Market: Key Industry Highlights, 2021 and 2027

Table 35: Jiangsu: Toys Market: Key Industry Highlights, 2021 and 2027

Table 36: Shandong: Toys Market: Key Industry Highlights, 2021 and 2027

Table 37: Zhejiang: Toys Market: Key Industry Highlights, 2021 and 2027

Table 38: Henan: Toys Market: Key Industry Highlights, 2021 and 2027

Table 39: Other Provinces: Toy Market: Key Industry Highlights, 2021 and 2027

Table 40: China: Plush Toys: Raw Material Requirement

Table 41: China: Toys Industry: Competitive Structure

Table 42: China: Toys Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: China: Toys Market: Major Drivers and Challenges

Figure 2: China: Toys Market: Sales Value (in Billion US\$), 2016-2021

Figure 3: China: Toys Market: Breakup by Product Type (in %), 2021

Figure 4: China: Toys Market: Breakup by Distribution Channel (in %), 2021

Figure 5: China: Toys Market: Breakup by End-User (in %), 2021

Figure 6: China: Toys Market: Breakup by Province (in %), 2021

Figure 7: China: Toys Market Forecast: Sales Value (in Billion US\$), 2022-2027

Figure 8: China: Toys Industry: SWOT Analysis

Figure 9: China: Toys Industry: Value Chain Analysis

Figure 10: China: Toys Industry: Porter's Five Forces Analysis

Figure 11: Toys: Breakup of Production Cost (in %)

Figure 12: China: Plush Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 13: China: Plush Toys Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 14: China: Plush Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 15: China: Plush Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 16: China: Electronic/Remote Control Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 17: China: Electronic Toys Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 18: China: Electronic Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 19: China: Electronic/Remote Control Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 20: China: Games and Puzzles Market: Sales Value (in Million US\$), 2016-2021

Figure 21: China: Games and Puzzles Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 22: China: Games and Puzzles Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 23: China: Games and Puzzles Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: China: Construction and Building Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 25: China: Construction and Building Toys Market: Profit Margins (Branded) at

Various Levels of the Supply Chain

Figure 26: China: Construction and Building Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 27: China: Construction and Building Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: China: Dolls Market: Sales Value (in Million US\$), 2016-2021

Figure 29: China: Dolls Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 30: China: Dolls Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 31: China: Dolls Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: China: Ride-Ons Market: Sales Value (in Million US\$), 2016-2021

Figure 33: China: Ride-On Toys Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 34: China: Ride-On Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 35: China: Ride-Ons Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: China: Sports & Outdoor Play Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 37: China: Sports and Outdoor Toys Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 38: China: Sports and Outdoor Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 39: China: Sports & Outdoor Play Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: China: Infant/Pre-School Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 41: China: Pre-School Toys Market: Profit Margins (Branded) at Various Levels of the Supply Chain

Figure 42: China: Pre-School Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 43: China: Infant/Pre-School Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: China: Activity Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 45: China: Activity Toys Market: Profit margins (Branded) at Various Levels of the Supply Chain

Figure 46: China: Activity Toys Market: Profit Margins (Non-Branded) at Various Levels of the Supply Chain

Figure 47: China: Activity Toys Market Forecast: Sales Value (in Million US\$),

2022-2027

Figure 48: China: Others Market: Sales Value (in Million US\$), 2016-2021

Figure 49: China: Others Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: China: Toys Market (Specialty Toy Chain Stores): Sales Value (in Million US\$), 2016-2021

Figure 51: China: Toys Market Forecast (Specialty Toy Chain Stores): Sales Value (in Million US\$), 2022-2027

Figure 52: China: Toys Market (Supermarkets and Hypermarkets): Sales Value (in Million US\$), 2016-2021

Figure 53: China: Toys Market Forecast (Supermarkets and Hypermarkets): Sales Value (in Million US\$), 2022-2027

Figure 54: China: Toys Market (Departmental Stores): Sales Value (in Million US\$), 2016-2021

Figure 55: China: Toys Market Forecast (Departmental Stores): Sales Value (in Million US\$), 2022-2027

Figure 56: China: Toys Market (Online Stores): Sales Value (in Million US\$), 2016-2021

Figure 57: China: Toys Market Forecast (Online Stores): Sales Value (in Million US\$), 2022-2027

Figure 58: China: Toys Market (Others): Sales Value (in Million US\$), 2016-2021

Figure 59: China: Toys Market Forecast (Others): Sales Value (in Million US\$), 2022-2027

Figure 60: China: Toys Market (Unisex): Sales Value (in Million US\$), 2016-2021

Figure 61: China: Toys Market Forecast (Unisex): Sales Value (in Million US\$), 2022-2027

Figure 62: China: Toys Market (Boys): Sales Value (in Million US\$), 2016-2021

Figure 63: China: Toys Market Forecast (Boys): Sales Value (in Million US\$), 2022-2027

Figure 64: China: Toys Market (Girls): Sales Value (in Million US\$), 2016-2021

Figure 65: China: Toys Market Forecast (Girls): Sales Value (in Million US\$), 2022-2027

Figure 66: Guangdong: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 67: Guangdong: Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 68: Jiangsu: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 69: Jiangsu: Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 70: Shandong: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 71: Shandong: Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 72: Zhejiang: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 73: Zhejiang: Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 74: Henan: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 75: Henan: Toys Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 76: Other Provinces: Toys Market: Sales Value (in Million US\$), 2016-2021

Figure 77: Other Provinces: Toys Market Forecast: Sales Value (in Million US\$),
2022-2027

Figure 78: Plush Toy Manufacturing Process: Detailed Process Flow

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