

Toys Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/T69E803AA8A6EN.html>

Date: March 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: T69E803AA8A6EN

Abstracts

The global toys market size reached US\$ 170.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 267.9 Billion by 2028, exhibiting a growth rate (CAGR) of 7.2% during 2023-2028.

Toys are playthings used to foster learning and growth in infants and children at an early stage of their development. They also boost the intelligence quotient (IQ), increase motor development, improve concentration and creativity, and promote the personality and communication skills. They are generally made using wood, metal, textiles, polyethylene, polypropylene, ethylene-vinyl acetate (EVA), styrene-derived polymers, and technical plastics like polyamide, polycarbonate, or polymethyl methacrylate. Nowadays, leading players are introducing innovative toys manufactured using biodegradable polymers like plasticized polyvinyl chloride (PVC). They are also offering hi-tech electronic toys through online distribution channels.

Toys Market Trends:

Introducing physical activity and educational toys at an early stage of a child's development enhances their senses, imagination, and social skills. This, in confluence with the rising concerns among parents about the social and emotional development of their child, represents one of the key factors impelling the market growth. Moreover, playschools are offering science, technology, engineering, and mathematics (STEM) toys, such as boxes, blocks, musical instruments, and jigsaw puzzles, in their education to instill creativity and problem-solving skills in kids. Apart from this, the thriving e-commerce industry on account of the increasing reliance on smartphones and the growing internet penetration is driving the sales of innovative electronic and digital toys over conventional battery-operated toys. Furthermore, the increasing popularity of tech-savvy electronic toys among children as well as adults that depict action figures like

Batman, Superman, Ironman, and Captain America is contributing to the market growth. Besides this, governments of numerous countries are encouraging companies to design and introduce toys based on culture, ethos, and local folklore and heroes, which is anticipated to drive the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global toys market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, age group and sales channel.

Breakup by Product Type:

- Action Figures
- Building Sets
- Dolls
- Games and Puzzles
- Sports and Outdoor Toys
- Plush
- Others

Breakup by Age Group:

- Up to 5 Years
- 5 to 10 Years
- Above 10 Years

Breakup by Sales Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Department Stores
- Online Stores
- Others

Breakup by Region:

- North America
- United States

Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Clementoni Spa, Funskool Ltd., Hasbro Inc., Lego A/S (Kirkbi A/S), Mattel Inc., Playmobil (Brandstätter Group), Pressman Toy Corporation (Goliath B.V.), Simba Dickie Group, Spin Master, Talicor Inc., Thinkfun Inc. (Ravensburger North America Inc.) and Tomy Company Ltd.

Key Questions Answered in This Report

1. What was the size of the global toys market in 2022?
2. What is the expected growth rate of the global toys market during 2023-2028?
3. What are the key factors driving the global toys market?
4. What has been the impact of COVID-19 on the global toys market?
5. What is the breakup of the global toys market based on the product type?
6. What is the breakup of the global toys market based on the age group?
7. What is the breakup of the global toys market based on the sales channel?

8. What are the key regions in the global toys market?
9. Who are the key players/companies in the global toys market?

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