

# 2017-2022 Global and Japan Toys Market Analysis Report

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## Abstracts

The global Toys market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2017, growing at a CAGR of XX% between 2016 and 2022.

Japan plays an important role in global market, with market size of xx million USD in 2016 and will be xx million USD in 2017, with a CAGR of xx%.

This report, with focus on top players in the global and Japan, studies the Toys market's development status and future trend in the global and Japan. It splits Toys market by type and by applications to fully and deeply research and reveal market profile and prospect.

The major players include

HelloKitty(Japan)

Takara(Japan)

Takatoku Toys(Japan)

Bandai Namco(Japan)

Tamiya Corporation(Japan)

Tenyo(Japan)

Tokyo Marui(Japan)

Tomy(Japan)

Power Rangers(Japan)

Weijiang(China)

Auldey(China)

Beiens(China)

VTech(Hong Kong)  
ALEX Toys (United States)  
Mattel(United States)  
Beistle(United States)  
Crayola(United States)  
Disney (United States)  
MGA Entertainment(United States)  
Fisher-Price(United States)  
FunKo(United States)  
Hasbro(United States)  
Nerf(United States)  
MEGA Bloks(Canadian)  
Aurora(United Kindgom)  
Ravensburger(German)  
Eitech(German)  
SIMBA(German)  
NICI (Denmark)  
LEGO(Denmark)

Figure Global and Japan Market Size (Million USD) Comparison 2012-2017

Source: Annual Reports, Secondary Information, Press Releases, Expert Interviews and JP Research, July 2017

Geographically, this report splits the Japan market into 6 regions,

Asia Pacific

Japan

Tokyo

Yokohama

Osaka

Nagoya

Others

China

Korea

India

Others

Europe

France  
Germany  
United Kingdom  
Italy  
Russia  
Others

North America  
United States  
Canada

Latin America  
Brazil  
Mexico  
Others

Southeast Asia  
Singapore  
Malaysia  
Vietnam  
Myanmar  
Thailand  
Indonesia  
Philippines  
Others

Middle East & Africa  
Saudi Arabia  
Iran  
UAE  
Turkey  
Israel  
Egypt  
South Africa  
Others

On the basis of product, the Toys market is primarily split into  
  
by toys age range

Birth to 24 Months

2 to 4 Years

5 to 7 Years

8 to 13 Years

14 Years & Up

by material

Plastic

Metal

Wood

Plush

Rubber

by price

Under \$25

\$25 to \$50

\$50 to \$100

\$100 to \$200

\$200 & Above

by building set number of pieces

24 & Under

25 to 49

50 to 99

100 to 199

200 to 299

by size

2-6 inch

7-11 inch

12-16 inch

17-21 inch

22 inch & Above



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