

2018-2023 Global Rubik's Cube Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Rubik's Cube market for 2018-2023.

Rubik's Cube is a 3-D combination puzzle in the form of a plastic cube covered with multicolored squares, which the player attempts to twist and turn so that all the squares on each face are of the same color.

Geographically, the consumption market is leading by China, Europe and North America, sales in other regions like Japan, Southeast Asia and India will see significant growth in future period. China is also the largest production base of Rubik's Cube, holds about 61.36% production share in 2017, followed by Europe, with about 20.46% market share. China will keep playing important role in Global market.

In recent years, the price of Rubik's Cube is showing a slight upward trend, with more and more innovation and high-end products presented on the market.

Rubik's and Dayan are the biggest two players in Rubik's Cube market, with about 21.06% and 7.88% market share separately in 2017 (based on revenue). Other leading players in Rubik's Cube market include GAN Cube, QiYi/MoFangG etc. The market competition may become more intense with more innovation products, acquisitions and improvement of raw material cost control and etc.

Each of the Rubik's Cube manufacturers has its own mature sales networks. Through retailer and resells, their authorized distributors or their partners, those Rubik's Cube manufacturers keep keen on expanding their Rubik's Cube sales. To achieve better

sales businesses, Rubik's Cube manufacturers usually invest on their marketing channel infrastructure every year.

Over the next five years, LPI(LP Information) projects that Rubik's Cube will register a 0.8% CAGR in terms of revenue, reach US\$ 270 million by 2023, from US\$ 260 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Rubik's Cube market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Ordinary Rubik's Cube

Alien Rubik's Cube

Segmentation by application:

Entertainment

Competition

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Rubik's

VERDES

Dayan

Cube4you

MoYu

GAN Cube

QiYi/MoFangGe

...

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Rubik's Cube consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Rubik's Cube market by identifying its various subsegments.

Focuses on the key global Rubik's Cube manufacturers, to define, describe and

analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Rubik's Cube with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Rubik's Cube submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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