

# Global Toys and Games Product Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Toys and Games Product is used for the amusement and entertainment of children. Activity toys such as building sets, dolls, puzzles such as jigsaw puzzles, and card games help children enhance their mental agility and develop coordination and manual skills.

Based on the Toys and Games Product market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Toys and Games Product market covered in Chapter 5:

Guangdong Hayidai Toys

Hape

K'NEX Industries

Playgo Toys Enterprises

**JAKKS Pacific**

Playmates Toys  
Dream International  
TOMY  
The LEGO Group  
Spin Master  
Integrity Toys  
Mattel  
Bandai Namco Holdings  
Buffalo Games  
MGA Entertainment  
VTech Holdings  
Famosa Toys  
Hasbro  
Tenyo  
Kids II  
Sanrio Company Ltd  
Simba Dickie Group  
Tarata Toys  
Vivid Imaginations  
Ravensburger

In Chapter 6, on the basis of types, the Toys and Games Product market from 2015 to 2025 is primarily split into:

Water toys  
Squirt guns  
Water Blasters  
Games and Puzzles  
Activity and Construction Toys  
Dolls and Action Figures  
Vehicle Toys and Ride-Ons  
Soft/Plush Toys  
Others

In Chapter 7, on the basis of applications, the Toys and Games Product market from 2015 to 2025 covers:

Under 3 Years Old  
3-6 Years Old  
6-12 Years Old

Above 12 Years Old

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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