

# China Toys and Games Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Toys & Games Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles. All market data and forecasts are represented as consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Chinese toys & games retail market had total sales of \$26,113.2 million in 2021, representing a compound annual growth rate (CAGR) of 8.5% between 2017 and 2021.

Other specialist retailers account for the largest proportion of sales in the Chinese toys & games retail market in 2021. Sales through this channel

generated \$14,809.8 million, equivalent to 56.7% of the market's overall value.

Rising incomes and a move toward higher-priced toys have been contributing to healthy growth in the Chinese market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in China

Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China toys & games retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the China toys & games retail market by value in 2021?

What will be the size of the China toys & games retail market in 2026?

What factors are affecting the strength of competition in the China toys & games retail market?

How has the market performed over the last five years?

What are the main segments that make up China's toys & games retail market?

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