

China Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/CC7DE2A8DE5EEN.html>

Date: October 2023

Pages: 45

Price: US\$ 350.00 (Single User License)

ID: CC7DE2A8DE5EEN

Abstracts

China Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Toys & Games Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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.

The Chinese toys & games market had total revenues of \$23,431.0 million in 2022, representing a compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.

China's rising inflation in 2022 has caused customers to tighten their purse strings, leading to a slowdown in the toys & games market. For instance, according to in-house research, in 2022, the inflation rate in China was 2.0%.

Chinese toys & games had the highest share of 56.3% in the Asia-Pacific region in 2022.

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 2022?

What will be the size of the China toys & games retail market in 2027?

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Geography segmentation
- 4.2. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the strengths of the leading players?

8 COMPANY PROFILES

- 8.1. Toys R Us Asia Ltd
- 8.2. Alibaba Group Holding Limited
- 8.3. JD.com Inc
- 8.4. Walmart Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China toys & games retail market value: \$ million, 2017-22
- Table 2: China toys & games retail market geography segmentation: \$ million, 2022
- Table 3: China toys & games retail market distribution: % share, by value, 2022
- Table 4: China toys & games retail market value forecast: \$ million, 2022-27
- Table 5: Toys R Us Asia Ltd: key facts
- Table 6: Toys R Us Asia Ltd: Key Employees
- Table 7: Alibaba Group Holding Limited: key facts
- Table 8: Alibaba Group Holding Limited: Annual Financial Ratios
- Table 9: Alibaba Group Holding Limited: Key Employees
- Table 10: JD.com Inc: key facts
- Table 11: JD.com Inc: Annual Financial Ratios
- Table 12: JD.com Inc: Key Employees
- Table 13: Walmart Inc: key facts
- Table 14: Walmart Inc: Annual Financial Ratios
- Table 15: Walmart Inc: Key Employees
- Table 16: Walmart Inc: Key Employees Continued
- Table 17: Walmart Inc: Key Employees Continued
- Table 18: Walmart Inc: Key Employees Continued
- Table 19: China size of population (million), 2018-22
- Table 20: China gdp (constant 2005 prices, \$ billion), 2018-22
- Table 21: China gdp (current prices, \$ billion), 2018-22
- Table 22: China inflation, 2018-22
- Table 23: China consumer price index (absolute), 2018-22
- Table 24: China exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: China toys & games retail market value: \$ million, 2017-22

Figure 2: China toys & games retail market geography segmentation: % share, by value, 2022

Figure 3: China toys & games retail market distribution: % share, by value, 2022

Figure 4: China toys & games retail market value forecast: \$ million, 2022-27

Figure 5: Forces driving competition in the toys & games retail market in China, 2022

Figure 6: Drivers of buyer power in the toys & games retail market in China, 2022

Figure 7: Drivers of supplier power in the toys & games retail market in China, 2022

Figure 8: Factors influencing the likelihood of new entrants in the toys & games retail market in China, 2022

Figure 9: Factors influencing the threat of substitutes in the toys & games retail market in China, 2022

Figure 10: Drivers of degree of rivalry in the toys & games retail market in China, 2022

I would like to order

Product name: China Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/CC7DE2A8DE5EEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC7DE2A8DE5EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

