

# Global Toys & Games Industry Profile & Value Chain Analysis

<https://marketpublishers.com/r/GB3D44CF25BEN.html>

Date: June 2018

Pages: 44

Price: US\$ 495.00 (Single User License)

ID: GB3D44CF25BEN

## Abstracts

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### SUMMARY

Global Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global toys & games market value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include raw materials, manufacturing, retail, and end users.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global toys & games market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### 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 global toys & games market is expected to generate total revenues of \$98bn in 2017, representing a compound annual growth rate (CAGR) of 5% between 2013 and 2017.

Sales generated through hypermarkets, supermarkets and hard discounters are expected to be the most lucrative for the global toys & games market in 2017, with total revenues of \$13.7bn, equivalent to 14% of the market's overall value.

Toy shops continue to be the most popular distribution channel for the toys & games market. Toys “R” Us operates in 39 countries worldwide and although it has filed for bankruptcy in the US, but elsewhere the company is thriving and even expanding in countries such as China and Singapore.

The increase in the number of children globally, along with an overall increase in disposable income will drive growth in the market. The strong growth will be mainly driven by the Asia-Pacific region, especially China, India and Indonesia.

Toys and games retailers often feature interactive elements to entice children.

## SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the global toys & games market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global toys & games market value/supply chain

See examples of companies active at each stage of the global toys & games market value/supply chain

Examine trends and burning issues impacting the global toys & games market value/supply chain

## **REASONS TO BUY**

What was the size of the global toys & games market by value in 2017?

What will be the size of the global toys & games market in 2022?

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

How has the market performed over the last five years?

Who are the top competitors in the global toys & games market?

What are the key stages of the global toys & games market value/supply chain?

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