

# **Toys & Games BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023**

<https://marketpublishers.com/r/T05C5E0DEE9EN.html>

Date: February 2020

Pages: 105

Price: US\$ 995.00 (Single User License)

ID: T05C5E0DEE9EN

## **Abstracts**

Toys & Games BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

### **SUMMARY**

The BRIC Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

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

### **KEY HIGHLIGHTS**

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the toys & games industry and had a total market value of \$31,418.8 million in 2018. China was the fastest growing country with a CAGR of 15.8% over the 2014-18 period.

Within the toys & games industry, China is the leading country among the BRIC nations with market revenues of \$23,129.1 million in 2018. This was followed by Brazil, India and Russia with a value of \$2,951.2, \$2,946.1, and \$2,392.4 million, respectively.

China is expected to lead the toys & games industry in the BRIC nations with a

value of \$39,865.7 million in 2023, followed by India, Brazil, Russia with expected values of \$4,936.1, \$3,520.4 and \$2,713.2 million, respectively.

## SCOPE

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

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

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

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

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

## REASONS TO BUY

What was the size of the BRIC toys & games market by value in 2018?

What will be the size of the BRIC toys & games market in 2023?

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

How has the market performed over the last five years?

How large is the BRIC toys & games market in relation to its regional counterparts?

## Contents

### **1 INTRODUCTION**

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

### **2 BRIC TOYS & GAMES**

- 2.1. Industry Outlook

### **3 TOYS & GAMES IN BRAZIL**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators
- 3.7. Country data

### **4 TOYS & GAMES IN CHINA**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis
- 4.6. Macroeconomic Indicators
- 4.7. Country data

### **5 TOYS & GAMES IN INDIA**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook

- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators
- 5.7. Country data

## **6 TOYS & GAMES IN RUSSIA**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators
- 6.7. Country data

## **7 COMPANY PROFILES**

- 7.1. Walmart Brasil Ltda
- 7.2. Lojas Americanas S.A.
- 7.3. Alibaba Group Holding Limited
- 7.4. Kidsland International Holdings Ltd
- 7.5. Leyou Technologies Holdings Limited
- 7.6. Hamleys of London Ltd
- 7.7. Toonz Retail India Pvt Ltd
- 7.8. Flipkart Internet Private Limited
- 7.9. Ulmart
- 7.10. Sistema JSFC

## **8 APPENDIX**

## List Of Tables

### LIST OF TABLES

Table 1: BRIC toys & games industry, revenue(\$m), 2014-23
Table 2: BRIC toys & games industry, revenue(\$m), 2014-18
Table 3: BRIC toys & games industry, revenue(\$m), 2018-23
Table 4: Brazil toys & games market value: \$ million, 2014-18
Table 5: Brazil toys & games market geography segmentation: \$ million, 2018
Table 6: Brazil toys & games market distribution: % share, by value, 2018
Table 7: Brazil toys & games market value forecast: \$ million, 2018-23
Table 8: Brazil size of population (million), 2014-18
Table 9: Brazil gdp (constant 2005 prices, \$ billion), 2014-18
Table 10: Brazil gdp (current prices, \$ billion), 2014-18
Table 11: Brazil inflation, 2014-18
Table 12: Brazil consumer price index (absolute), 2014-18
Table 13: Brazil exchange rate, 2014-18
Table 14: China toys & games market value: \$ billion, 2014-18
Table 15: China toys & games market geography segmentation: \$ billion, 2018
Table 16: China toys & games market distribution: % share, by value, 2018
Table 17: China toys & games market value forecast: \$ billion, 2018-23
Table 18: China size of population (million), 2014-18
Table 19: China gdp (constant 2005 prices, \$ billion), 2014-18
Table 20: China gdp (current prices, \$ billion), 2014-18
Table 21: China inflation, 2014-18
Table 22: China consumer price index (absolute), 2014-18
Table 23: China exchange rate, 2014-18
Table 24: India toys & games market value: \$ million, 2014-18
Table 25: India toys & games market geography segmentation: \$ million, 2018
Table 26: India toys & games market distribution: % share, by value, 2018
Table 27: India toys & games market value forecast: \$ million, 2018-23
Table 28: India size of population (million), 2014-18
Table 29: India gdp (constant 2005 prices, \$ billion), 2014-18
Table 30: India gdp (current prices, \$ billion), 2014-18
Table 31: India inflation, 2014-18
Table 32: India consumer price index (absolute), 2014-18
Table 33: India exchange rate, 2014-18
Table 34: Russia toys & games market value: \$ million, 2014-18
Table 35: Russia toys & games market geography segmentation: \$ million, 2018

Table 36: Russia toys & games market distribution: % share, by value, 2018

Table 37: Russia toys & games market value forecast: \$ million, 2018-23

Table 38: Russia size of population (million), 2014-18

Table 39: Russia gdp (constant 2005 prices, \$ billion), 2014-18

Table 40: Russia gdp (current prices, \$ billion), 2014-18

Table 41: Russia inflation, 2014-18

Table 42: Russia consumer price index (absolute), 2014-18

Table 43: Russia exchange rate, 2014-18

Table 44: Walmart Brasil Ltda: key facts

Table 45: Lojas Americanas S.A.: key facts

Table 46: Lojas Americanas S.A.: Annual Financial Ratios

Table 47: Lojas Americanas S.A.: Key Employees

Table 48: Alibaba Group Holding Limited: key facts

Table 49: Alibaba Group Holding Limited: Annual Financial Ratios

Table 50: Alibaba Group Holding Limited: Key Employees

Table 51: Kidsland International Holdings Ltd: key facts

Table 52: Kidsland International Holdings Ltd: Annual Financial Ratios

Table 53: Kidsland International Holdings Ltd: Key Employees

Table 54: Leyou Technologies Holdings Limited: key facts

Table 55: Leyou Technologies Holdings Limited: Annual Financial Ratios

Table 56: Leyou Technologies Holdings Limited: Key Employees

Table 57: Hamleys of London Ltd: key facts

Table 58: Hamleys of London Ltd: Key Employees

Table 59: Toonz Retail India Pvt Ltd: key facts

Table 60: Toonz Retail India Pvt Ltd: Key Employees

## List Of Figures

### LIST OF FIGURES

- Figure 1: BRIC toys & games industry, revenue(\$m), 2014-23
- Figure 2: BRIC toys & games industry, revenue(\$m), 2014-18
- Figure 3: BRIC toys & games industry, revenue(\$m), 2018-23
- Figure 4: Brazil toys & games market value: \$ million, 2014-18
- Figure 5: Brazil toys & games market geography segmentation: % share, by value, 2018
- Figure 6: Brazil toys & games market distribution: % share, by value, 2018
- Figure 7: Brazil toys & games market value forecast: \$ million, 2018-23
- Figure 8: Forces driving competition in the toys & games market in Brazil, 2018
- Figure 9: Drivers of buyer power in the toys & games market in Brazil, 2018
- Figure 10: Drivers of supplier power in the toys & games market in Brazil, 2018
- Figure 11: Factors influencing the likelihood of new entrants in the toys & games market in Brazil, 2018
- Figure 12: Factors influencing the threat of substitutes in the toys & games market in Brazil, 2018
- Figure 13: Drivers of degree of rivalry in the toys & games market in Brazil, 2018
- Figure 14: China toys & games market value: \$ billion, 2014-18
- Figure 15: China toys & games market geography segmentation: % share, by value, 2018
- Figure 16: China toys & games market distribution: % share, by value, 2018
- Figure 17: China toys & games market value forecast: \$ billion, 2018-23
- Figure 18: Forces driving competition in the toys & games market in China, 2018
- Figure 19: Drivers of buyer power in the toys & games market in China, 2018
- Figure 20: Drivers of supplier power in the toys & games market in China, 2018
- Figure 21: Factors influencing the likelihood of new entrants in the toys & games market in China, 2018
- Figure 22: Factors influencing the threat of substitutes in the toys & games market in China, 2018
- Figure 23: Drivers of degree of rivalry in the toys & games market in China, 2018
- Figure 24: India toys & games market value: \$ million, 2014-18
- Figure 25: India toys & games market geography segmentation: % share, by value, 2018
- Figure 26: India toys & games market distribution: % share, by value, 2018
- Figure 27: India toys & games market value forecast: \$ million, 2018-23
- Figure 28: Forces driving competition in the toys & games market in India, 2018
- Figure 29: Drivers of buyer power in the toys & games market in India, 2018

Figure 30: Drivers of supplier power in the toys & games market in India, 2018

Figure 31: Factors influencing the likelihood of new entrants in the toys & games market in India, 2018

Figure 32: Factors influencing the threat of substitutes in the toys & games market in India, 2018

Figure 33: Drivers of degree of rivalry in the toys & games market in India, 2018

Figure 34: Russia toys & games market value: \$ million, 2014-18

Figure 35: Russia toys & games market geography segmentation: % share, by value, 2018

Figure 36: Russia toys & games market distribution: % share, by value, 2018

Figure 37: Russia toys & games market value forecast: \$ million, 2018-23

Figure 38: Forces driving competition in the toys & games market in Russia, 2018

Figure 39: Drivers of buyer power in the toys & games market in Russia, 2018

Figure 40: Drivers of supplier power in the toys & games market in Russia, 2018

Figure 41: Factors influencing the likelihood of new entrants in the toys & games market in Russia, 2018

Figure 42: Factors influencing the threat of substitutes in the toys & games market in Russia, 2018

Figure 43: Drivers of degree of rivalry in the toys & games market in Russia, 2018



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