

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

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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?

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