

# Toys and Games Retail BRIC (Brazil, Russia, India, China) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Toys and Games Retail BRIC (Brazil, Russia, India, China) Industry Guide - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

The BRIC Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### 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 \$29,622.1 million in 2020. China was the fastest growing country with a CAGR of 8.9% over the 2016-20 period.

Within the toys & games industry, China is the leading country among the BRIC nations with market revenues of \$22,835.1 million in 2020. This was followed by India, Brazil and Russia with a value of \$2,294.7, \$2,251.7, and \$2,240.5 million, respectively.

China is expected to lead the toys & games industry in the BRIC nations with a value of \$30,738.3 million in 2025, followed by India, Brazil, Russia with expected values of \$4,173.6, \$3,356.4 and \$2,908.2 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 2020?

What will be the size of the BRIC toys & games market in 2025?

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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