

Toys & Games Global Industry Guide 2018-2022

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Abstracts

Toys & Games Global Industry Guide 2018-2022

SUMMARY

Global Toys & Games industry profile provides top-line qualitative and quantitative summary information including: market size (value 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.

SYNOPSIS

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

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.

Any currency conversions used in the creation of this report have been calculated using constant 2016 annual average exchange rates.

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.

The increase in the number of children globally, along with an overall increase in disposable income will drive growth in the market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the global 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

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?

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

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About

There has been strong growth in the global toys & games market with 5.2% expected in 2017. Growth is expected to be even stronger in the forecast period. 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. In comparison, the Asia-Pacific and US markets will grow with CAGRs of 10.4% and 0.6% respectively, over the same period, to reach respective values of \$36.6bn and \$23.5bn in 2017.

As the trend moves towards innovative, smart toys, there is strong growth in the market. Increased urbanization and disposable income, especially in the Asia-Pacific region means that more people can afford to buy toys and games and have access to the distribution channels.

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. Online shopping is becoming increasingly accessible and popular sites like Amazon and Rakuten are multi-national and can ship almost anywhere, although residents of some countries will be forced to pay an extra price.

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. An increase in franchised and technology led products are key to the growth of the market as they are typically more expensive than other types of toys and games.

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