

# Toys & Games Retail in China

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## Abstracts

### Toys & Games Retail in China

#### Summary

Toys & Games Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### 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 Chinese toys & games retail market recorded revenues of \$23,495.4 million in 2023, representing a compound annual growth rate (CAGR) of 2.6% between 2018 and 2023.

Other specialist retail accounted for the largest proportion of sales in the Chinese toys & games retail market in 2023, sales through this channel generated \$13,330.5 million, equivalent to 56.7% of the market's overall value.

The Chinese toys & games retail market held 57% of the market share in the Asia-Pacific region in 2023.

#### Scope

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

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

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

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

## Reasons to Buy

What was the size of the China toys & games retail market by value in 2023?

What will be the size of the China toys & games retail market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up China's toys & games retail market?

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