

# Construction Toys-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/C0F410CE9EBMEN.html>

Date: March 2018

Pages: 145

Price: US\$ 2,980.00 (Single User License)

ID: C0F410CE9EBMEN

## Abstracts

### Report Summary

Construction Toys-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Construction Toys industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Construction Toys 2013-2017, and development forecast 2018-2023

Main market players of Construction Toys in China, with company and product introduction, position in the Construction Toys market

Market status and development trend of Construction Toys by types and applications

Cost and profit status of Construction Toys, and marketing status

Market growth drivers and challenges

The report segments the China Construction Toys market as:

China Construction Toys Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

## Northwest China

China Construction Toys Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Wood

Metal

Plastic

Other

China Construction Toys Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Entertainment

Educational

Other

China Construction Toys Market: Players Segment Analysis (Company and Product introduction, Construction Toys Sales Volume, Revenue, Price and Gross Margin):

LEGO

VTech

Mattel

Hasbro

Bandai

Mega Bloks

Playmags

Melissa & Doug

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### CHAPTER 1 OVERVIEW OF CONSTRUCTION TOYS

- 1.1 Definition of Construction Toys in This Report
- 1.2 Commercial Types of Construction Toys
  - 1.2.1 Wood
  - 1.2.2 Metal
  - 1.2.3 Plastic
  - 1.2.4 Other
- 1.3 Downstream Application of Construction Toys
  - 1.3.1 Entertainment
  - 1.3.2 Educational
  - 1.3.3 Other
- 1.4 Development History of Construction Toys
- 1.5 Market Status and Trend of Construction Toys 2013-2023
  - 1.5.1 China Construction Toys Market Status and Trend 2013-2023
  - 1.5.2 Regional Construction Toys Market Status and Trend 2013-2023

### CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Construction Toys in China 2013-2017
- 2.2 Consumption Market of Construction Toys in China by Regions
  - 2.2.1 Consumption Volume of Construction Toys in China by Regions
  - 2.2.2 Revenue of Construction Toys in China by Regions
- 2.3 Market Analysis of Construction Toys in China by Regions
  - 2.3.1 Market Analysis of Construction Toys in North China 2013-2017
  - 2.3.2 Market Analysis of Construction Toys in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Construction Toys in East China 2013-2017
  - 2.3.4 Market Analysis of Construction Toys in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Construction Toys in Southwest China 2013-2017
  - 2.3.6 Market Analysis of Construction Toys in Northwest China 2013-2017
- 2.4 Market Development Forecast of Construction Toys in China 2018-2023
  - 2.4.1 Market Development Forecast of Construction Toys in China 2018-2023
  - 2.4.2 Market Development Forecast of Construction Toys by Regions 2018-2023

### CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

- 3.1 Whole China Market Status by Types

- 3.1.1 Consumption Volume of Construction Toys in China by Types
- 3.1.2 Revenue of Construction Toys in China by Types
- 3.2 China Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in North China
  - 3.2.2 Market Status by Types in Northeast China
  - 3.2.3 Market Status by Types in East China
  - 3.2.4 Market Status by Types in Central & South China
  - 3.2.5 Market Status by Types in Southwest China
  - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Construction Toys in China by Types

## **CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Construction Toys in China by Downstream Industry
- 4.2 Demand Volume of Construction Toys by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Construction Toys by Downstream Industry in North China
  - 4.2.2 Demand Volume of Construction Toys by Downstream Industry in Northeast China
  - 4.2.3 Demand Volume of Construction Toys by Downstream Industry in East China
  - 4.2.4 Demand Volume of Construction Toys by Downstream Industry in Central & South China
  - 4.2.5 Demand Volume of Construction Toys by Downstream Industry in Southwest China
  - 4.2.6 Demand Volume of Construction Toys by Downstream Industry in Northwest China
- 4.3 Market Forecast of Construction Toys in China by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF CONSTRUCTION TOYS**

- 5.1 China Economy Situation and Trend Overview
- 5.2 Construction Toys Downstream Industry Situation and Trend Overview

## **CHAPTER 6 CONSTRUCTION TOYS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA**

- 6.1 Sales Volume of Construction Toys in China by Major Players
- 6.2 Revenue of Construction Toys in China by Major Players
- 6.3 Basic Information of Construction Toys by Major Players

- 6.3.1 Headquarters Location and Established Time of Construction Toys Major Players
- 6.3.2 Employees and Revenue Level of Construction Toys Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 CONSTRUCTION TOYS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

### 7.1 LEGO

- 7.1.1 Company profile
- 7.1.2 Representative Construction Toys Product
- 7.1.3 Construction Toys Sales, Revenue, Price and Gross Margin of LEGO

### 7.2 VTech

- 7.2.1 Company profile
- 7.2.2 Representative Construction Toys Product
- 7.2.3 Construction Toys Sales, Revenue, Price and Gross Margin of VTech

### 7.3 Mattel

- 7.3.1 Company profile
- 7.3.2 Representative Construction Toys Product
- 7.3.3 Construction Toys Sales, Revenue, Price and Gross Margin of Mattel

### 7.4 Hasbro

- 7.4.1 Company profile
- 7.4.2 Representative Construction Toys Product
- 7.4.3 Construction Toys Sales, Revenue, Price and Gross Margin of Hasbro

### 7.5 Bandai

- 7.5.1 Company profile
- 7.5.2 Representative Construction Toys Product
- 7.5.3 Construction Toys Sales, Revenue, Price and Gross Margin of Bandai

### 7.6 Mega Bloks

- 7.6.1 Company profile
- 7.6.2 Representative Construction Toys Product
- 7.6.3 Construction Toys Sales, Revenue, Price and Gross Margin of Mega Bloks

### 7.7 Playmags

- 7.7.1 Company profile
- 7.7.2 Representative Construction Toys Product
- 7.7.3 Construction Toys Sales, Revenue, Price and Gross Margin of Playmags

### 7.8 Melissa & Doug

- 7.8.1 Company profile
- 7.8.2 Representative Construction Toys Product
- 7.8.3 Construction Toys Sales, Revenue, Price and Gross Margin of Melissa & Doug

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF CONSTRUCTION TOYS**

- 8.1 Industry Chain of Construction Toys
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF CONSTRUCTION TOYS**

- 9.1 Cost Structure Analysis of Construction Toys
- 9.2 Raw Materials Cost Analysis of Construction Toys
- 9.3 Labor Cost Analysis of Construction Toys
- 9.4 Manufacturing Expenses Analysis of Construction Toys

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF CONSTRUCTION TOYS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source

- 12.2.1 Secondary Sources
- 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Construction Toys-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/C0F410CE9EBMEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C0F410CE9EBMEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970