

# Electronic Toys-North America Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/EE3D9D283F6MEN.html>

Date: March 2018

Pages: 146

Price: US\$ 3,480.00 (Single User License)

ID: EE3D9D283F6MEN

## Abstracts

### Report Summary

Electronic Toys-North America Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Electronic 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 North America and Regional Market Size of Electronic Toys 2013-2017, and development forecast 2018-2023

Main market players of Electronic Toys in North America, with company and product introduction, position in the Electronic Toys market

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

Cost and profit status of Electronic Toys, and marketing status

Market growth drivers and challenges

The report segments the North America Electronic Toys market as:

North America Electronic Toys Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

United States

Canada

Mexico

North America Electronic Toys Market: Product Type Segment Analysis (Consumption

Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Baby  
Kids  
Adults

North America Electronic Toys Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Entertainment  
Education

North America Electronic Toys Market: Players Segment Analysis (Company and Product introduction, Electronic Toys Sales Volume, Revenue, Price and Gross Margin):

Lego  
MATTEL  
HASBRO  
Chicco  
Playwell  
Smoby  
HW Toys  
Auldey Toys  
Bandai  
Silverlit

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 ELECTRONIC TOYS**

- 1.1 Definition of Electronic Toys in This Report
- 1.2 Commercial Types of Electronic Toys
  - 1.2.1 Baby
  - 1.2.2 Kids
  - 1.2.3 Adults
- 1.3 Downstream Application of Electronic Toys
  - 1.3.1 Entertainment
  - 1.3.2 Education
- 1.4 Development History of Electronic Toys
- 1.5 Market Status and Trend of Electronic Toys 2013-2023
  - 1.5.1 North America Electronic Toys Market Status and Trend 2013-2023
  - 1.5.2 Regional Electronic Toys Market Status and Trend 2013-2023

### **CHAPTER 2 NORTH AMERICA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Electronic Toys in North America 2013-2017
- 2.2 Consumption Market of Electronic Toys in North America by Regions
  - 2.2.1 Consumption Volume of Electronic Toys in North America by Regions
  - 2.2.2 Revenue of Electronic Toys in North America by Regions
- 2.3 Market Analysis of Electronic Toys in North America by Regions
  - 2.3.1 Market Analysis of Electronic Toys in United States 2013-2017
  - 2.3.2 Market Analysis of Electronic Toys in Canada 2013-2017
  - 2.3.3 Market Analysis of Electronic Toys in Mexico 2013-2017
- 2.4 Market Development Forecast of Electronic Toys in North America 2018-2023
  - 2.4.1 Market Development Forecast of Electronic Toys in North America 2018-2023
  - 2.4.2 Market Development Forecast of Electronic Toys by Regions 2018-2023

### **CHAPTER 3 NORTH AMERICA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole North America Market Status by Types
  - 3.1.1 Consumption Volume of Electronic Toys in North America by Types
  - 3.1.2 Revenue of Electronic Toys in North America by Types
- 3.2 North America Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in United States
  - 3.2.2 Market Status by Types in Canada

- 3.2.3 Market Status by Types in Mexico
- 3.3 Market Forecast of Electronic Toys in North America by Types

## **CHAPTER 4 NORTH AMERICA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Electronic Toys in North America by Downstream Industry
- 4.2 Demand Volume of Electronic Toys by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Electronic Toys by Downstream Industry in United States
  - 4.2.2 Demand Volume of Electronic Toys by Downstream Industry in Canada
  - 4.2.3 Demand Volume of Electronic Toys by Downstream Industry in Mexico
- 4.3 Market Forecast of Electronic Toys in North America by Downstream Industry

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

- 5.1 North America Economy Situation and Trend Overview
- 5.2 Electronic Toys Downstream Industry Situation and Trend Overview

## **CHAPTER 6 ELECTRONIC TOYS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN NORTH AMERICA**

- 6.1 Sales Volume of Electronic Toys in North America by Major Players
- 6.2 Revenue of Electronic Toys in North America by Major Players
- 6.3 Basic Information of Electronic Toys by Major Players
  - 6.3.1 Headquarters Location and Established Time of Electronic Toys Major Players
  - 6.3.2 Employees and Revenue Level of Electronic 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 ELECTRONIC TOYS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Lego
  - 7.1.1 Company profile
  - 7.1.2 Representative Electronic Toys Product
  - 7.1.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Lego
- 7.2 MATTEL

- 7.2.1 Company profile
- 7.2.2 Representative Electronic Toys Product
- 7.2.3 Electronic Toys Sales, Revenue, Price and Gross Margin of MATTEL
- 7.3 HASBRO
  - 7.3.1 Company profile
  - 7.3.2 Representative Electronic Toys Product
  - 7.3.3 Electronic Toys Sales, Revenue, Price and Gross Margin of HASBRO
- 7.4 Chicco
  - 7.4.1 Company profile
  - 7.4.2 Representative Electronic Toys Product
  - 7.4.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Chicco
- 7.5 Playwell
  - 7.5.1 Company profile
  - 7.5.2 Representative Electronic Toys Product
  - 7.5.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Playwell
- 7.6 Smoby
  - 7.6.1 Company profile
  - 7.6.2 Representative Electronic Toys Product
  - 7.6.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Smoby
- 7.7 HW Toys
  - 7.7.1 Company profile
  - 7.7.2 Representative Electronic Toys Product
  - 7.7.3 Electronic Toys Sales, Revenue, Price and Gross Margin of HW Toys
- 7.8 Auldey Toys
  - 7.8.1 Company profile
  - 7.8.2 Representative Electronic Toys Product
  - 7.8.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Auldey Toys
- 7.9 Bandai
  - 7.9.1 Company profile
  - 7.9.2 Representative Electronic Toys Product
  - 7.9.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Bandai
- 7.10 Silverlit
  - 7.10.1 Company profile
  - 7.10.2 Representative Electronic Toys Product
  - 7.10.3 Electronic Toys Sales, Revenue, Price and Gross Margin of Silverlit

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

- 8.1 Industry Chain of Electronic 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 ELECTRONIC TOYS**

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

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF ELECTRONIC 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: Electronic Toys-North America Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/EE3D9D283F6MEN.html>

Price: US\$ 3,480.00 (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/EE3D9D283F6MEN.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