

# Stuffed Animal & Plush Toys Market in Italy - Manufacturing and Consumption, Outlook and Forecast 2020-2026

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## Abstracts

A stuffed toy is a toy with an outer fabric sewn from a textile and stuffed with flexible material. They are known by many names, such as plush toys, stuffed animals, plushies, or stuffies.

This report contains market size and forecasts of Stuffed Animal & Plush Toys in Italy, including the following market information:

Italy Stuffed Animal & Plush Toys Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Italy Stuffed Animal & Plush Toys Market Consumption, 2015-2020, 2021-2026, (M Units)

Italy Stuffed Animal & Plush Toys Production Capacity, 2015-2020, 2021-2026, (M Units)

Top Five Competitors in Italy Stuffed Animal & Plush Toys Market 2019 (%)

The global Stuffed Animal & Plush Toys market was valued at 8431.9 million in 2019 and is projected to reach US\$ 10810 million by 2026, at a CAGR of 6.4% during the forecast period. While the Stuffed Animal & Plush Toys market size in Italy was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Stuffed Animal & Plush Toys manufacturers, suppliers, distributors and industry experts on the impacts of the COVID-19 pandemic on businesses, with top challenges including ingredients and raw material delays, component and packaging shortages, reduced/cancelled orders from clients and consumers, and closures of production lines in some impacted areas.

This report also analyses and evaluates the COVID-19 impact on Stuffed Animal &

## Plush Toys production and consumption in Italy

Total Market by Segment:

Italy Stuffed Animal & Plush Toys Market, By Type, 2015-2020, 2021-2026 (\$ millions)  
& (M Units)

Italy Stuffed Animal & Plush Toys Market Segment Percentages, By Type, 2019 (%)

Cartoon Toys

Traditional Stuffed Animals

Dolls & Playsets

Customizable Stuffed Animals

Action Figures & Model Play

Special Feature Plush and Puppets

By type, the traditional stuffed animals segment is projected to account for the largest sales volume share during the forecast period; this segment was estimated to account for 32.72% sales volume share in 2019, at a cagr of 5.43% in the forecast period.

Italy Stuffed Animal & Plush Toys Market, By Application, 2015-2020, 2021-2026 (\$ millions) & (M Units)

Italy Stuffed Animal & Plush Toys Market Segment Percentages, By Application, 2019 (%)

Hyper/Super Market

E-Commerce

Toy Stores

Hobby and Craft Stores

## Other Sales

By sales channels, the hyper/super and toy stores were estimated to account for the highest volume share of 52.05% in 2019. In addition, E-commerce market will capture more market share in the future.

## Competitor Analysis

The report also provides analysis of leading market participants including:

Total Stuffed Animal & Plush Toys Market Competitors Revenues in Italy, by Players 2015-2020 (Estimated), (\$ millions)

Total Stuffed Animal & Plush Toys Market Competitors Revenues Share in Italy, by Players 2019 (%)

Total Italy Stuffed Animal & Plush Toys Market Competitors Sales, by Players 2015-2020 (Estimated), (M Units)

Total Italy Stuffed Animal & Plush Toys Market Competitors Sales Market Share by Players 2019 (\$ millions)

Further, the report presents profiles of competitors in the market, including the following:

Mattel

Hasbro

Bandai

Ty Inc.

Simba Dickie Group

Spin Master

TAKARA TOMY

Margarete Steiff GmbH

MGA Entertainment

Sanrio

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