

# Global Toys and Games Market Insights, Forecast to 2029

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## Abstracts

This report presents an overview of global market for Toys and Games, sales, revenue and price. Analyses of the global market trends, with historic market revenue/sales data for 2018 - 2022, estimates for 2023, and projections of CAGR through 2029.

This report researches the key producers of Toys and Games, also provides the sales of main regions and countries. Highlights of the upcoming market potential for Toys and Games, and key regions/countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Toys and Games sales, revenue, market share and industry ranking of main manufacturers, data from 2018 to 2023. Identification of the major stakeholders in the global Toys and Games market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by type and by application, sales, revenue, and price, from 2018 to 2029. Evaluation and forecast the market size for Toys and Games sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including Hasbro, Mattel, The LEGO Group, TOMY, JAKKS Pacific, MGA Entertainment, Playmates Toys and Vivid

Imaginations, etc.

### By Company

Hasbro

Mattel

The LEGO Group

TOMY

JAKKS Pacific

MGA Entertainment

Playmates Toys

Vivid Imaginations

### Segment by Type

Games and Puzzles

Infant and Preschool

Activity and Construction Toys

Dolls and Action Figures

Vehicle Toys and Ride-Ons

Soft/Plush Toys

Others

### Segment by Application

Specialty Stores

Hypermarkets and Supermarkets

Department Stores

Online Retailers

## Segment by Region

US & Canada

U.S.

Canada

China

Asia (excluding China)

Japan

South Korea

China Taiwan

Southeast Asia

India

Europe

Germany

France

U.K.

Italy

Russia

Middle East, Africa, Latin America

Brazil

Mexico

Turkey

Israel

GCC Countries

## Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (by type and application, etc.), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Sales (consumption), revenue of Toys and Games in global, regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 3: Detailed analysis of Toys and Games manufacturers competitive landscape, price, sales, revenue, market share and industry ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the sales, revenue, average price, and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments application, covering the

sales, revenue, average price, and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: US & Canada (US & Canada) by type, by application and by country, sales and revenue for each segment.

Chapter 7: Europe by type, by application and by country, sales and revenue for each segment.

Chapter 8: China by type, by application sales and revenue for each segment.

Chapter 9: Asia (excluding China) by type, by application and by region, sales and revenue for each segment.

Chapter 10: Middle East, Africa, and Latin America by type, by application and by country, sales and revenue for each segment.

Chapter 11: Provides profiles of key manufacturers, introducing the basic situation of the main companies in the market in detail, including product descriptions and specifications, Toys and Games sales, revenue, price, gross margin, and recent development, etc.

Chapter 12: Analysis of industrial chain, sales channel, key raw materials, distributors and customers.

Chapter 13: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 14: The main points and conclusions of the report.

## Contents

### **1 SELF-ADHERED ROOF MEMBRANE MARKET OVERVIEW**

- 1.1 Product Definition
- 1.2 Self-adhered Roof Membrane Segment by Type
  - 1.2.1 Global Self-adhered Roof Membrane Market Value Growth Rate Analysis by Type 2022 VS 2029
  - 1.2.2 Single Layer
  - 1.2.3 Multilayer
- 1.3 Self-adhered Roof Membrane Segment by Application
  - 1.3.1 Global Self-adhered Roof Membrane Market Value Growth Rate Analysis by Application: 2022 VS 2029
  - 1.3.2 Commercial
  - 1.3.3 Residential
- 1.4 Global Market Growth Prospects
  - 1.4.1 Global Self-adhered Roof Membrane Production Value Estimates and Forecasts (2018-2029)
  - 1.4.2 Global Self-adhered Roof Membrane Production Capacity Estimates and Forecasts (2018-2029)
  - 1.4.3 Global Self-adhered Roof Membrane Production Estimates and Forecasts (2018-2029)
  - 1.4.4 Global Self-adhered Roof Membrane Market Average Price Estimates and Forecasts (2018-2029)
- 1.5 Assumptions and Limitations

### **2 MARKET COMPETITION BY MANUFACTURERS**

- 2.1 Global Self-adhered Roof Membrane Production Market Share by Manufacturers (2018-2023)
- 2.2 Global Self-adhered Roof Membrane Production Value Market Share by Manufacturers (2018-2023)
- 2.3 Global Key Players of Self-adhered Roof Membrane, Industry Ranking, 2021 VS 2022 VS 2023
- 2.4 Global Self-adhered Roof Membrane Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 2.5 Global Self-adhered Roof Membrane Average Price by Manufacturers (2018-2023)
- 2.6 Global Key Manufacturers of Self-adhered Roof Membrane, Manufacturing Base Distribution and Headquarters

2.7 Global Key Manufacturers of Self-adhered Roof Membrane, Product Offered and Application

2.8 Global Key Manufacturers of Self-adhered Roof Membrane, Date of Enter into This Industry

2.9 Self-adhered Roof Membrane Market Competitive Situation and Trends

2.9.1 Self-adhered Roof Membrane Market Concentration Rate

2.9.2 Global 5 and 10 Largest Self-adhered Roof Membrane Players Market Share by Revenue

2.10 Mergers & Acquisitions, Expansion

### **3 SELF-ADHERED ROOF MEMBRANE PRODUCTION BY REGION**

3.1 Global Self-adhered Roof Membrane Production Value Estimates and Forecasts by Region: 2018 VS 2022 VS 2029

3.2 Global Self-adhered Roof Membrane Production Value by Region (2018-2029)

3.2.1 Global Self-adhered Roof Membrane Production Value Market Share by Region (2018-2023)

3.2.2 Global Forecasted Production Value of Self-adhered Roof Membrane by Region (2024-2029)

3.3 Global Self-adhered Roof Membrane Production Estimates and Forecasts by Region: 2018 VS 2022 VS 2029

3.4 Global Self-adhered Roof Membrane Production by Region (2018-2029)

3.4.1 Global Self-adhered Roof Membrane Production Market Share by Region (2018-2023)

3.4.2 Global Forecasted Production of Self-adhered Roof Membrane by Region (2024-2029)

3.5 Global Self-adhered Roof Membrane Market Price Analysis by Region (2018-2023)

3.6 Global Self-adhered Roof Membrane Production and Value, Year-over-Year Growth

3.6.1 North America Self-adhered Roof Membrane Production Value Estimates and Forecasts (2018-2029)

3.6.2 Europe Self-adhered Roof Membrane Production Value Estimates and Forecasts (2018-2029)

3.6.3 China Self-adhered Roof Membrane Production Value Estimates and Forecasts (2018-2029)

3.6.4 Japan Self-adhered Roof Membrane Production Value Estimates and Forecasts (2018-2029)

### **4 SELF-ADHERED ROOF MEMBRANE CONSUMPTION BY REGION**

4.1 Global Self-adhered Roof Membrane Consumption Estimates and Forecasts by Region: 2018 VS 2022 VS 2029

4.2 Global Self-adhered Roof Membrane Consumption by Region (2018-2029)

4.2.1 Global Self-adhered Roof Membrane Consumption by Region (2018-2023)

4.2.2 Global Self-adhered Roof Membrane Forecasted Consumption by Region (2024-2029)

4.3 North America

4.3.1 North America Self-adhered Roof Membrane Consumption Growth Rate by Country: 2018 VS 2022 VS 2029

4.3.2 North America Self-adhered Roof Membrane Consumption by Country (2018-2029)

4.3.3 United States

4.3.4 Canada

4.4 Europe

4.4.1 Europe Self-adhered Roof Membrane Consumption Growth Rate by Country: 2018 VS 2022 VS 2029

4.4.2 Europe Self-adhered Roof Membrane Consumption by Country (2018-2029)

4.4.3 Germany

4.4.4 France

4.4.5 U.K.

4.4.6 Italy

4.4.7 Russia

4.5 Asia Pacific

4.5.1 Asia Pacific Self-adhered Roof Membrane Consumption Growth Rate by Region: 2018 VS 2022 VS 2029

4.5.2 Asia Pacific Self-adhered Roof Membrane Consumption by Region (2018-2029)

4.5.3 China

4.5.4 Japan

4.5.5 South Korea

4.5.6 China Taiwan

4.5.7 Southeast Asia

4.5.8 India

4.6 Latin America, Middle East & Africa

4.6.1 Latin America, Middle East & Africa Self-adhered Roof Membrane Consumption Growth Rate by Country: 2018 VS 2022 VS 2029

4.6.2 Latin America, Middle East & Africa Self-adhered Roof Membrane Consumption by Country (2018-2029)

4.6.3 Mexico

4.6.4 Brazil



#### 4.6.5 Turkey

### 5 SEGMENT BY TYPE

#### 5.1 Global Self-adhered Roof Membrane Production by Type (2018-2029)

##### 5.1.1 Global Self-adhered Roof Membrane Production by Type (2018-2023)

##### 5.1.2 Global Self-adhered Roof Membrane Production by Type (2024-2029)

##### 5.1.3 Global Self-adhered Roof Membrane Production Market Share by Type (2018-2029)

#### 5.2 Global Self-adhered Roof Membrane Production Value by Type (2018-2029)

##### 5.2.1 Global Self-adhered Roof Membrane Production Value by Type (2018-2023)

##### 5.2.2 Global Self-adhered Roof Membrane Production Value by Type (2024-2029)

##### 5.2.3 Global Self-adhered Roof Membrane Production Value Market Share by Type (2018-2029)

#### 5.3 Global Self-adhered Roof Membrane Price by Type (2018-2029)

### 6 SEGMENT BY APPLICATION

#### 6.1 Global Self-adhered Roof Membrane Production by Application (2018-2029)

##### 6.1.1 Global Self-adhered Roof Membrane Production by Application (2018-2023)

##### 6.1.2 Global Self-adhered Roof Membrane Production by Application (2024-2029)

##### 6.1.3 Global Self-adhered Roof Membrane Production Market Share by Application (2018-2029)

#### 6.2 Global Self-adhered Roof Membrane Production Value by Application (2018-2029)

##### 6.2.1 Global Self-adhered Roof Membrane Production Value by Application (2018-2023)

##### 6.2.2 Global Self-adhered Roof Membrane Production Value by Application (2024-2029)

##### 6.2.3 Global Self-adhered Roof Membrane Production Value Market Share by Application (2018-2029)

#### 6.3 Global Self-adhered Roof Membrane Price by Application (2018-2029)

### 7 KEY COMPANIES PROFILED

#### 7.1 Sika Sarnafil

##### 7.1.1 Sika Sarnafil Self-adhered Roof Membrane Corporation Information

##### 7.1.2 Sika Sarnafil Self-adhered Roof Membrane Product Portfolio

##### 7.1.3 Sika Sarnafil Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)

- 7.1.4 Sika Sarnafil Main Business and Markets Served
- 7.1.5 Sika Sarnafil Recent Developments/Updates
- 7.2 IKO
  - 7.2.1 IKO Self-adhered Roof Membrane Corporation Information
  - 7.2.2 IKO Self-adhered Roof Membrane Product Portfolio
  - 7.2.3 IKO Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.2.4 IKO Main Business and Markets Served
  - 7.2.5 IKO Recent Developments/Updates
- 7.3 Polyglass
  - 7.3.1 Polyglass Self-adhered Roof Membrane Corporation Information
  - 7.3.2 Polyglass Self-adhered Roof Membrane Product Portfolio
  - 7.3.3 Polyglass Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.3.4 Polyglass Main Business and Markets Served
  - 7.3.5 Polyglass Recent Developments/Updates
- 7.4 Henry Company
  - 7.4.1 Henry Company Self-adhered Roof Membrane Corporation Information
  - 7.4.2 Henry Company Self-adhered Roof Membrane Product Portfolio
  - 7.4.3 Henry Company Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.4.4 Henry Company Main Business and Markets Served
  - 7.4.5 Henry Company Recent Developments/Updates
- 7.5 CertainTeed
  - 7.5.1 CertainTeed Self-adhered Roof Membrane Corporation Information
  - 7.5.2 CertainTeed Self-adhered Roof Membrane Product Portfolio
  - 7.5.3 CertainTeed Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.5.4 CertainTeed Main Business and Markets Served
  - 7.5.5 CertainTeed Recent Developments/Updates
- 7.6 Carlisle SynTec
  - 7.6.1 Carlisle SynTec Self-adhered Roof Membrane Corporation Information
  - 7.6.2 Carlisle SynTec Self-adhered Roof Membrane Product Portfolio
  - 7.6.3 Carlisle SynTec Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.6.4 Carlisle SynTec Main Business and Markets Served
  - 7.6.5 Carlisle SynTec Recent Developments/Updates
- 7.7 GAF
  - 7.7.1 GAF Self-adhered Roof Membrane Corporation Information

- 7.7.2 GAF Self-adhered Roof Membrane Product Portfolio
- 7.7.3 GAF Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
- 7.7.4 GAF Main Business and Markets Served
- 7.7.5 GAF Recent Developments/Updates
- 7.8 MFM Building Products
  - 7.8.1 MFM Building Products Self-adhered Roof Membrane Corporation Information
  - 7.8.2 MFM Building Products Self-adhered Roof Membrane Product Portfolio
  - 7.8.3 MFM Building Products Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.8.4 MFM Building Products Main Business and Markets Served
  - 7.7.5 MFM Building Products Recent Developments/Updates
- 7.9 D?RKEN
  - 7.9.1 D?RKEN Self-adhered Roof Membrane Corporation Information
  - 7.9.2 D?RKEN Self-adhered Roof Membrane Product Portfolio
  - 7.9.3 D?RKEN Self-adhered Roof Membrane Production, Value, Price and Gross Margin (2018-2023)
  - 7.9.4 D?RKEN Main Business and Markets Served
  - 7.9.5 D?RKEN Recent Developments/Updates

## **8 INDUSTRY CHAIN AND SALES CHANNELS ANALYSIS**

- 8.1 Self-adhered Roof Membrane Industry Chain Analysis
- 8.2 Self-adhered Roof Membrane Key Raw Materials
  - 8.2.1 Key Raw Materials
  - 8.2.2 Raw Materials Key Suppliers
- 8.3 Self-adhered Roof Membrane Production Mode & Process
- 8.4 Self-adhered Roof Membrane Sales and Marketing
  - 8.4.1 Self-adhered Roof Membrane Sales Channels
  - 8.4.2 Self-adhered Roof Membrane Distributors
- 8.5 Self-adhered Roof Membrane Customers

## **9 SELF-ADHERED ROOF MEMBRANE MARKET DYNAMICS**

- 9.1 Self-adhered Roof Membrane Industry Trends
- 9.2 Self-adhered Roof Membrane Market Drivers
- 9.3 Self-adhered Roof Membrane Market Challenges
- 9.4 Self-adhered Roof Membrane Market Restraints

## **10 RESEARCH FINDING AND CONCLUSION**

## **11 METHODOLOGY AND DATA SOURCE**

### 11.1 Methodology/Research Approach

#### 11.1.1 Research Programs/Design

#### 11.1.2 Market Size Estimation

#### 11.1.3 Market Breakdown and Data Triangulation

### 11.2 Data Source

#### 11.2.1 Secondary Sources

#### 11.2.2 Primary Sources

### 11.3 Author List

### 11.4 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Global Toys and Games Market Size Growth Rate by Type, 2018 VS 2022 VS 2029 (US\$ Million)
- Table 2. Major Manufacturers of Games and Puzzles
- Table 3. Major Manufacturers of Infant and Preschool
- Table 4. Major Manufacturers of Activity and Construction Toys
- Table 5. Major Manufacturers of Dolls and Action Figures
- Table 6. Major Manufacturers of Vehicle Toys and Ride-Ons
- Table 7. Major Manufacturers of Soft/Plush Toys
- Table 8. Major Manufacturers of Others
- Table 9. Global Toys and Games Market Size Growth Rate by Application, 2018 VS 2022 VS 2029 (US\$ Million)
- Table 10. Global Toys and Games Revenue Grow Rate (CAGR) by Region: 2018 VS 2022 VS 2029 (US\$ Million)
- Table 11. Global Toys and Games Revenue by Region (2018-2023) & (US\$ Million)
- Table 12. Global Toys and Games Revenue by Region (2024-2029) & (US\$ Million)
- Table 13. Global Toys and Games Revenue Market Share by Region (2018-2023)
- Table 14. Global Toys and Games Revenue Market Share by Region (2024-2029)
- Table 15. Global Toys and Games Sales Grow Rate (CAGR) by Region: 2018 VS 2022 VS 2029 (US\$ Million)
- Table 16. Global Toys and Games Sales by Region (2018-2023) & (K Units)
- Table 17. Global Toys and Games Sales by Region (2024-2029) & (K Units)
- Table 18. Global Toys and Games Sales Market Share by Region (2018-2023)
- Table 19. Global Toys and Games Sales Market Share by Region (2024-2029)
- Table 20. Global Toys and Games Sales by Manufacturers (2018-2023) & (K Units)
- Table 21. Global Toys and Games Sales Share by Manufacturers (2018-2023)
- Table 22. Global Toys and Games Revenue by Manufacturers (2018-2023) & (US\$ Million)
- Table 23. Global Toys and Games Revenue Share by Manufacturers (2018-2023)
- Table 24. Global Key Players of Toys and Games, Industry Ranking, 2021 VS 2022 VS 2023
- Table 25. Toys and Games Price by Manufacturers 2018-2023 (USD/Unit)
- Table 26. Global Toys and Games Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 27. Global Toys and Games by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Toys and Games as of 2022)

Table 28. Global Key Manufacturers of Toys and Games, Manufacturing Base Distribution and Headquarters

Table 29. Global Key Manufacturers of Toys and Games, Product Offered and Application

Table 30. Global Key Manufacturers of Toys and Games, Date of Enter into This Industry

Table 31. Mergers & Acquisitions, Expansion Plans

Table 32. Global Toys and Games Sales by Type (2018-2023) & (K Units)

Table 33. Global Toys and Games Sales by Type (2024-2029) & (K Units)

Table 34. Global Toys and Games Sales Share by Type (2018-2023)

Table 35. Global Toys and Games Sales Share by Type (2024-2029)

Table 36. Global Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 37. Global Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 38. Global Toys and Games Revenue Share by Type (2018-2023)

Table 39. Global Toys and Games Revenue Share by Type (2024-2029)

Table 40. Toys and Games Price by Type (2018-2023) & (USD/Unit)

Table 41. Global Toys and Games Price Forecast by Type (2024-2029) & (USD/Unit)

Table 42. Global Toys and Games Sales by Application (2018-2023) & (K Units)

Table 43. Global Toys and Games Sales by Application (2024-2029) & (K Units)

Table 44. Global Toys and Games Sales Share by Application (2018-2023)

Table 45. Global Toys and Games Sales Share by Application (2024-2029)

Table 46. Global Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 47. Global Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Table 48. Global Toys and Games Revenue Share by Application (2018-2023)

Table 49. Global Toys and Games Revenue Share by Application (2024-2029)

Table 50. Toys and Games Price by Application (2018-2023) & (USD/Unit)

Table 51. Global Toys and Games Price Forecast by Application (2024-2029) & (USD/Unit)

Table 52. US & Canada Toys and Games Sales by Type (2018-2023) & (K Units)

Table 53. US & Canada Toys and Games Sales by Type (2024-2029) & (K Units)

Table 54. US & Canada Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 55. US & Canada Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 56. US & Canada Toys and Games Sales by Application (2018-2023) & (K Units)

Table 57. US & Canada Toys and Games Sales by Application (2024-2029) & (K Units)

Table 58. US & Canada Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 59. US & Canada Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Million)

Table 60. US & Canada Toys and Games Revenue Grow Rate (CAGR) by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 61. US & Canada Toys and Games Revenue by Country (2018-2023) & (US\$ Million)

Table 62. US & Canada Toys and Games Revenue by Country (2024-2029) & (US\$ Million)

Table 63. US & Canada Toys and Games Sales by Country (2018-2023) & (K Units)

Table 64. US & Canada Toys and Games Sales by Country (2024-2029) & (K Units)

Table 65. Europe Toys and Games Sales by Type (2018-2023) & (K Units)

Table 66. Europe Toys and Games Sales by Type (2024-2029) & (K Units)

Table 67. Europe Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 68. Europe Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 69. Europe Toys and Games Sales by Application (2018-2023) & (K Units)

Table 70. Europe Toys and Games Sales by Application (2024-2029) & (K Units)

Table 71. Europe Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 72. Europe Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Table 73. Europe Toys and Games Revenue Grow Rate (CAGR) by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 74. Europe Toys and Games Revenue by Country (2018-2023) & (US\$ Million)

Table 75. Europe Toys and Games Revenue by Country (2024-2029) & (US\$ Million)

Table 76. Europe Toys and Games Sales by Country (2018-2023) & (K Units)

Table 77. Europe Toys and Games Sales by Country (2024-2029) & (K Units)

Table 78. China Toys and Games Sales by Type (2018-2023) & (K Units)

Table 79. China Toys and Games Sales by Type (2024-2029) & (K Units)

Table 80. China Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 81. China Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 82. China Toys and Games Sales by Application (2018-2023) & (K Units)

Table 83. China Toys and Games Sales by Application (2024-2029) & (K Units)

Table 84. China Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 85. China Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Table 86. Asia Toys and Games Sales by Type (2018-2023) & (K Units)

Table 87. Asia Toys and Games Sales by Type (2024-2029) & (K Units)

Table 88. Asia Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 89. Asia Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 90. Asia Toys and Games Sales by Application (2018-2023) & (K Units)

Table 91. Asia Toys and Games Sales by Application (2024-2029) & (K Units)

Table 92. Asia Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 93. Asia Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Table 94. Asia Toys and Games Revenue Grow Rate (CAGR) by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 95. Asia Toys and Games Revenue by Region (2018-2023) & (US\$ Million)

Table 96. Asia Toys and Games Revenue by Region (2024-2029) & (US\$ Million)

Table 97. Asia Toys and Games Sales by Region (2018-2023) & (K Units)

Table 98. Asia Toys and Games Sales by Region (2024-2029) & (K Units)

Table 99. Middle East, Africa and Latin America Toys and Games Sales by Type (2018-2023) & (K Units)

Table 100. Middle East, Africa and Latin America Toys and Games Sales by Type (2024-2029) & (K Units)

Table 101. Middle East, Africa and Latin America Toys and Games Revenue by Type (2018-2023) & (US\$ Million)

Table 102. Middle East, Africa and Latin America Toys and Games Revenue by Type (2024-2029) & (US\$ Million)

Table 103. Middle East, Africa and Latin America Toys and Games Sales by Application (2018-2023) & (K Units)

Table 104. Middle East, Africa and Latin America Toys and Games Sales by Application (2024-2029) & (K Units)

Table 105. Middle East, Africa and Latin America Toys and Games Revenue by Application (2018-2023) & (US\$ Million)

Table 106. Middle East, Africa and Latin America Toys and Games Revenue by Application (2024-2029) & (US\$ Million)

Table 107. Middle East, Africa and Latin America Toys and Games Revenue Grow Rate (CAGR) by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 108. Middle East, Africa and Latin America Toys and Games Revenue by Country (2018-2023) & (US\$ Million)

Table 109. Middle East, Africa and Latin America Toys and Games Revenue by Country (2024-2029) & (US\$ Million)

Table 110. Middle East, Africa and Latin America Toys and Games Sales by Country (2018-2023) & (K Units)

Table 111. Middle East, Africa and Latin America Toys and Games Sales by Country (2024-2029) & (K Units)

Table 112. Hasbro Company Information

Table 113. Hasbro Description and Major Businesses

Table 114. Hasbro Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 115. Hasbro Toys and Games Product Model Numbers, Pictures, Descriptions



and Specifications

Table 116. Hasbro Recent Developments

Table 117. Mattel Company Information

Table 118. Mattel Description and Major Businesses

Table 119. Mattel Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 120. Mattel Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications

Table 121. Mattel Recent Developments

Table 122. The LEGO Group Company Information

Table 123. The LEGO Group Description and Major Businesses

Table 124. The LEGO Group Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 125. The LEGO Group Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications

Table 126. The LEGO Group Recent Developments

Table 127. TOMY Company Information

Table 128. TOMY Description and Major Businesses

Table 129. TOMY Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 130. TOMY Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications

Table 131. TOMY Recent Developments

Table 132. JAKKS Pacific Company Information

Table 133. JAKKS Pacific Description and Major Businesses

Table 134. JAKKS Pacific Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 135. JAKKS Pacific Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications

Table 136. JAKKS Pacific Recent Developments

Table 137. MGA Entertainment Company Information

Table 138. MGA Entertainment Description and Major Businesses

Table 139. MGA Entertainment Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)

Table 140. MGA Entertainment Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications

Table 141. MGA Entertainment Recent Developments

Table 142. Playmates Toys Company Information

Table 143. Playmates Toys Description and Major Businesses

- Table 144. Playmates Toys Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 145. Playmates Toys Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications
- Table 146. Playmates Toys Recent Developments
- Table 147. Vivid Imaginations Company Information
- Table 148. Vivid Imaginations Description and Major Businesses
- Table 149. Vivid Imaginations Toys and Games Sales (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2018-2023)
- Table 150. Vivid Imaginations Toys and Games Product Model Numbers, Pictures, Descriptions and Specifications
- Table 151. Vivid Imaginations Recent Developments
- Table 152. Key Raw Materials Lists
- Table 153. Raw Materials Key Suppliers Lists
- Table 154. Toys and Games Distributors List
- Table 155. Toys and Games Customers List
- Table 156. Toys and Games Market Trends
- Table 157. Toys and Games Market Drivers
- Table 158. Toys and Games Market Challenges
- Table 159. Toys and Games Market Restraints
- Table 160. Research Programs/Design for This Report
- Table 161. Key Data Information from Secondary Sources
- Table 162. Key Data Information from Primary Sources

## List Of Figures

### LIST OF FIGURES

- Figure 1. Toys and Games Product Picture
- Figure 2. Global Toys and Games Market Size Growth Rate by Type, 2018 VS 2022 VS 2029 (US\$ Million)
- Figure 3. Global Toys and Games Market Share by Type in 2022 & 2029
- Figure 4. Games and Puzzles Product Picture
- Figure 5. Infant and Preschool Product Picture
- Figure 6. Activity and Construction Toys Product Picture
- Figure 7. Dolls and Action Figures Product Picture
- Figure 8. Vehicle Toys and Ride-Ons Product Picture
- Figure 9. Soft/Plush Toys Product Picture
- Figure 10. Others Product Picture
- Figure 11. Global Toys and Games Market Size Growth Rate by Application, 2018 VS 2022 VS 2029 (US\$ Million)
- Figure 12. Global Toys and Games Market Share by Application in 2022 & 2029
- Figure 13. Specialty Stores
- Figure 14. Hypermarkets and Supermarkets
- Figure 15. Department Stores
- Figure 16. Online Retailers
- Figure 17. Toys and Games Report Years Considered
- Figure 18. Global Toys and Games Revenue, (US\$ Million), 2018 VS 2022 VS 2029
- Figure 19. Global Toys and Games Revenue 2018-2029 (US\$ Million)
- Figure 20. Global Toys and Games Revenue Market Share by Region in Percentage: 2022 Versus 2029
- Figure 21. Global Toys and Games Revenue Market Share by Region (2018-2029)
- Figure 22. Global Toys and Games Sales 2018-2029 ((K Units)
- Figure 23. Global Toys and Games Sales Market Share by Region (2018-2029)
- Figure 24. US & Canada Toys and Games Sales YoY (2018-2029) & (K Units)
- Figure 25. US & Canada Toys and Games Revenue YoY (2018-2029) & (US\$ Million)
- Figure 26. Europe Toys and Games Sales YoY (2018-2029) & (K Units)
- Figure 27. Europe Toys and Games Revenue YoY (2018-2029) & (US\$ Million)
- Figure 28. China Toys and Games Sales YoY (2018-2029) & (K Units)
- Figure 29. China Toys and Games Revenue YoY (2018-2029) & (US\$ Million)
- Figure 30. Asia (excluding China) Toys and Games Sales YoY (2018-2029) & (K Units)
- Figure 31. Asia (excluding China) Toys and Games Revenue YoY (2018-2029) & (US\$ Million)

- Figure 32. Middle East, Africa and Latin America Toys and Games Sales YoY (2018-2029) & (K Units)
- Figure 33. Middle East, Africa and Latin America Toys and Games Revenue YoY (2018-2029) & (US\$ Million)
- Figure 34. The Toys and Games Market Share of Top 10 and Top 5 Largest Manufacturers Around the World in 2022
- Figure 35. The Top 5 and 10 Largest Manufacturers of Toys and Games in the World: Market Share by Toys and Games Revenue in 2022
- Figure 36. Global Toys and Games Market Share by Company Type (Tier 1, Tier 2, and Tier 3): 2018 VS 2022
- Figure 37. Global Toys and Games Sales Market Share by Type (2018-2029)
- Figure 38. Global Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 39. Global Toys and Games Sales Market Share by Application (2018-2029)
- Figure 40. Global Toys and Games Revenue Market Share by Application (2018-2029)
- Figure 41. US & Canada Toys and Games Sales Market Share by Type (2018-2029)
- Figure 42. US & Canada Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 43. US & Canada Toys and Games Sales Market Share by Application (2018-2029)
- Figure 44. US & Canada Toys and Games Revenue Market Share by Application (2018-2029)
- Figure 45. US & Canada Toys and Games Revenue Share by Country (2018-2029)
- Figure 46. US & Canada Toys and Games Sales Share by Country (2018-2029)
- Figure 47. U.S. Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 48. Canada Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 49. Europe Toys and Games Sales Market Share by Type (2018-2029)
- Figure 50. Europe Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 51. Europe Toys and Games Sales Market Share by Application (2018-2029)
- Figure 52. Europe Toys and Games Revenue Market Share by Application (2018-2029)
- Figure 53. Europe Toys and Games Revenue Share by Country (2018-2029)
- Figure 54. Europe Toys and Games Sales Share by Country (2018-2029)
- Figure 55. Germany Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 56. France Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 57. U.K. Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 58. Italy Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 59. Russia Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 60. China Toys and Games Sales Market Share by Type (2018-2029)
- Figure 61. China Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 62. China Toys and Games Sales Market Share by Application (2018-2029)
- Figure 63. China Toys and Games Revenue Market Share by Application (2018-2029)

- Figure 64. Asia Toys and Games Sales Market Share by Type (2018-2029)
- Figure 65. Asia Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 66. Asia Toys and Games Sales Market Share by Application (2018-2029)
- Figure 67. Asia Toys and Games Revenue Market Share by Application (2018-2029)
- Figure 68. Asia Toys and Games Revenue Share by Region (2018-2029)
- Figure 69. Asia Toys and Games Sales Share by Region (2018-2029)
- Figure 70. Japan Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 71. South Korea Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 72. China Taiwan Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 73. Southeast Asia Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 74. India Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 75. Middle East, Africa and Latin America Toys and Games Sales Market Share by Type (2018-2029)
- Figure 76. Middle East, Africa and Latin America Toys and Games Revenue Market Share by Type (2018-2029)
- Figure 77. Middle East, Africa and Latin America Toys and Games Sales Market Share by Application (2018-2029)
- Figure 78. Middle East, Africa and Latin America Toys and Games Revenue Market Share by Application (2018-2029)
- Figure 79. Middle East, Africa and Latin America Toys and Games Revenue Share by Country (2018-2029)
- Figure 80. Middle East, Africa and Latin America Toys and Games Sales Share by Country (2018-2029)
- Figure 81. Brazil Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 82. Mexico Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 83. Turkey Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 84. Israel Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 85. GCC Countries Toys and Games Revenue (2018-2029) & (US\$ Million)
- Figure 86. Toys and Games Value Chain
- Figure 87. Toys and Games Production Process
- Figure 88. Channels of Distribution
- Figure 89. Distributors Profiles
- Figure 90. Bottom-up and Top-down Approaches for This Report
- Figure 91. Data Triangulation
- Figure 92. Key Executives Interviewed

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