

United States Educational Toys Market Report 2016

https://marketpublishers.com/r/U878791B668EN.html Date: September 2016 Pages: 119 Price: US\$ 3,800.00 (Single User License) ID: U878791B668EN

Abstracts

Notes:

Sales, means the sales volume of Educational Toys

Revenue, means the sales value of Educational Toys

This report studies sales (consumption) of Educational Toys in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

LEGO Mattel Hasbro Bandai TAKARA TOMY Gigotoys MGA Entertainment Melissa & Doug Simba-Dickie Group



| Giochi | Preziosi |
|--------|----------|
|--------|----------|

PLAYMOBIL

Ravensburger

Vtech

Leapfrog

Spin Master

MindWare

Safari

BanBao

Qunxing

Goldlok Toys

Star-Moon

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III

Split by applications, this report focuses on sales, market share and growth rate of Educational Toys in each application, can be divided into

Application 1



Application 2

Application 3



Contents

United States Educational Toys Market Report 2016

1 EDUCATIONAL TOYS OVERVIEW

- 1.1 Product Overview and Scope of Educational Toys
- 1.2 Classification of Educational Toys
- 1.2.1 Type I
- 1.2.2 Type II
- 1.2.3 Type III
- 1.3 Application of Educational Toys
 - 1.3.1 Application
 - 1.3.2 Application
- 1.3.3 Application

1.4 United States Market Size Sales (Value) and Revenue (Volume) of Educational Toys (2011-2021)

1.4.1 United States Educational Toys Sales and Growth Rate (2011-2021)

1.4.2 United States Educational Toys Revenue and Growth Rate (2011-2021)

2 UNITED STATES EDUCATIONAL TOYS COMPETITION BY MANUFACTURERS

2.1 United States Educational Toys Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Educational Toys Revenue and Share by Manufactures (2015 and 2016)

2.3 United States Educational Toys Average Price by Manufactures (2015 and 2016)

- 2.4 Educational Toys Market Competitive Situation and Trends
- 2.4.1 Educational Toys Market Concentration Rate
- 2.4.2 Educational Toys Market Share of Top 3 and Top 5 Manufacturers
- 2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES EDUCATIONAL TOYS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)

- 3.1 United States Educational Toys Sales and Market Share by Type (2011-2016)
- 3.2 United States Educational Toys Revenue and Market Share by Type (2011-2016)
- 3.3 United States Educational Toys Price by Type (2011-2016)
- 3.4 United States Educational Toys Sales Growth Rate by Type (2011-2016)



4 UNITED STATES EDUCATIONAL TOYS SALES (VOLUME) BY APPLICATION (2011-2016)

4.1 United States Educational Toys Sales and Market Share by Application (2011-2016)

- 4.2 United States Educational Toys Sales Growth Rate by Application (2011-2016)
- 4.3 Market Drivers and Opportunities

5 UNITED STATES EDUCATIONAL TOYS MANUFACTURERS PROFILES/ANALYSIS

5.1 LEGO

- 5.1.1 Company Basic Information, Manufacturing Base and Competitors
- 5.1.2 Educational Toys Product Type, Application and Specification
 - 5.1.2.1 Type I
 - 5.1.2.2 Type II
- 5.1.3 LEGO Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.1.4 Main Business/Business Overview
- 5.2 Mattel
 - 5.2.2 Educational Toys Product Type, Application and Specification
 - 5.2.2.1 Type I
 - 5.2.2.2 Type II
 - 5.2.3 Mattel Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.2.4 Main Business/Business Overview
- 5.3 Hasbro
 - 5.3.2 Educational Toys Product Type, Application and Specification
 - 5.3.2.1 Type I
 - 5.3.2.2 Type II
 - 5.3.3 Hasbro Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.3.4 Main Business/Business Overview
- 5.4 Bandai
 - 5.4.2 Educational Toys Product Type, Application and Specification
 - 5.4.2.1 Type I
 - 5.4.2.2 Type II
 - 5.4.3 Bandai Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.4.4 Main Business/Business Overview
- 5.5 TAKARA TOMY
 - 5.5.2 Educational Toys Product Type, Application and Specification
 - 5.5.2.1 Type I



5.5.2.2 Type II

5.5.3 TAKARA TOMY Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.5.4 Main Business/Business Overview

5.6 Gigotoys

5.6.2 Educational Toys Product Type, Application and Specification

5.6.2.1 Type I

5.6.2.2 Type II

5.6.3 Gigotoys Educational Toys Sales, Revenue, Price and Gross Margin

(2011-2016)

5.6.4 Main Business/Business Overview

5.7 MGA Entertainment

5.7.2 Educational Toys Product Type, Application and Specification

5.7.2.1 Type I

5.7.2.2 Type II

5.7.3 MGA Entertainment Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.7.4 Main Business/Business Overview

5.8 Melissa & Doug

5.8.2 Educational Toys Product Type, Application and Specification

5.8.2.1 Type I

5.8.2.2 Type II

5.8.3 Melissa & Doug Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.8.4 Main Business/Business Overview

5.9 Simba-Dickie Group

5.9.2 Educational Toys Product Type, Application and Specification

5.9.2.1 Type I

5.9.2.2 Type II

5.9.3 Simba-Dickie Group Educational Toys Sales, Revenue, Price and Gross Margin

(2011-2016)

5.9.4 Main Business/Business Overview

5.10 Giochi Preziosi

5.10.2 Educational Toys Product Type, Application and Specification

5.10.2.1 Type I

5.10.2.2 Type II

5.10.3 Giochi Preziosi Educational Toys Sales, Revenue, Price and Gross Margin

(2011-2016)

5.10.4 Main Business/Business Overview



- 5.11 PLAYMOBIL
- 5.12 Ravensburger
- 5.13 Vtech
- 5.14 Leapfrog
- 5.15 Spin Master
- 5.16 MindWare
- 5.17 Safari
- 5.18 BanBao
- 5.19 Qunxing
- 5.20 Goldlok Toys
- 5.21 Star-Moon

6 EDUCATIONAL TOYS MANUFACTURING COST ANALYSIS

- 6.1 Educational Toys Key Raw Materials Analysis
- 6.1.1 Key Raw Materials
- 6.1.2 Price Trend of Key Raw Materials
- 6.1.3 Key Suppliers of Raw Materials
- 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
 - 6.2.1 Raw Materials
 - 6.2.2 Labor Cost
- 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Educational Toys

7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 7.1 Educational Toys Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Educational Toys Major Manufacturers in 2015
- 7.4 Downstream Buyers

8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 8.1 Marketing Channel
 - 8.1.1 Direct Marketing
 - 8.1.2 Indirect Marketing
 - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning



- 8.2.1 Pricing Strategy
- 8.2.2 Brand Strategy
- 8.2.3 Target Client
- 8.3 Distributors/Traders List

9 MARKET EFFECT FACTORS ANALYSIS

- 9.1 Technology Progress/Risk
- 9.1.1 Substitutes Threat
- 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

10 UNITED STATES EDUCATIONAL TOYS MARKET FORECAST (2016-2021)

- 10.1 United States Educational Toys Sales, Revenue Forecast (2016-2021)
- 10.2 United States Educational Toys Sales Forecast by Type (2016-2021)
- 10.3 United States Educational Toys Sales Forecast by Application (2016-2021)
- 10.4 Educational Toys Price Forecast (2016-2021)

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

Author List Disclosure Section Research Methodology Data Source Disclaimer



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Educational Toys Table Classification of Educational Toys Figure United States Sales Market Share of Educational Toys by Type in 2015 Table Application of Educational Toys Figure United States Sales Market Share of Educational Toys by Application in 2015 Figure United States Educational Toys Sales and Growth Rate (2011-2021) Figure United States Educational Toys Revenue and Growth Rate (2011-2021) Table United States Educational Toys Sales of Key Manufacturers (2015 and 2016) Table United States Educational Toys Sales Share by Manufacturers (2015 and 2016) Figure 2015 Educational Toys Sales Share by Manufacturers Figure 2016 Educational Toys Sales Share by Manufacturers Table United States Educational Toys Revenue by Manufacturers (2015 and 2016) Table United States Educational Toys Revenue Share by Manufacturers (2015 and 2016) Table 2015 United States Educational Toys Revenue Share by Manufacturers Table 2016 United States Educational Toys Revenue Share by Manufacturers Table United States Market Educational Toys Average Price of Key Manufacturers (2015 and 2016) Figure United States Market Educational Toys Average Price of Key Manufacturers in 2015 Figure Educational Toys Market Share of Top 3 Manufacturers Figure Educational Toys Market Share of Top 5 Manufacturers Table United States Educational Toys Sales by Type (2011-2016) Table United States Educational Toys Sales Share by Type (2011-2016) Figure United States Educational Toys Sales Market Share by Type in 2015 Table United States Educational Toys Revenue and Market Share by Type (2011-2016) Table United States Educational Toys Revenue Share by Type (2011-2016) Figure Revenue Market Share of Educational Toys by Type (2011-2016) Table United States Educational Toys Price by Type (2011-2016) Figure United States Educational Toys Sales Growth Rate by Type (2011-2016) Table United States Educational Toys Sales by Application (2011-2016) Table United States Educational Toys Sales Market Share by Application (2011-2016) Figure United States Educational Toys Sales Market Share by Application in 2015 Table United States Educational Toys Sales Growth Rate by Application (2011-2016) Figure United States Educational Toys Sales Growth Rate by Application (2011-2016)



Table LEGO Basic Information List Table LEGO Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Figure LEGO Educational Toys Sales Market Share (2011-2016) **Table Mattel Basic Information List** Table Mattel Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Mattel Educational Toys Sales Market Share (2011-2016) Table Hasbro Basic Information List Table Hasbro Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Hasbro Educational Toys Sales Market Share (2011-2016) Table Bandai Basic Information List Table Bandai Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Bandai Educational Toys Sales Market Share (2011-2016) Table TAKARA TOMY Basic Information List Table TAKARA TOMY Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table TAKARA TOMY Educational Toys Sales Market Share (2011-2016) **Table Gigotoys Basic Information List** Table Gigotoys Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Gigotoys Educational Toys Sales Market Share (2011-2016) Table MGA Entertainment Basic Information List Table MGA Entertainment Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table MGA Entertainment Educational Toys Sales Market Share (2011-2016) Table Melissa & Doug Basic Information List Table Melissa & Doug Educational Toys Sales, Revenue, Price and Gross Margin (2011 - 2016)Table Melissa & Doug Educational Toys Sales Market Share (2011-2016) Table Simba-Dickie Group Basic Information List Table Simba-Dickie Group Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Simba-Dickie Group Educational Toys Sales Market Share (2011-2016) Table Giochi Preziosi Basic Information List Table Giochi Preziosi Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Giochi Preziosi Educational Toys Sales Market Share (2011-2016) Table PLAYMOBIL Basic Information List Table PLAYMOBIL Educational Toys Sales, Revenue, Price and Gross Margin (2011 - 2016)Table PLAYMOBIL Educational Toys Sales Market Share (2011-2016)



Table Ravensburger Basic Information List Table Ravensburger Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Ravensburger Educational Toys Sales Market Share (2011-2016) Table Vtech Basic Information List Table Vtech Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Vtech Educational Toys Sales Market Share (2011-2016) Table Leapfrog Basic Information List Table Leapfrog Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Leapfrog Educational Toys Sales Market Share (2011-2016) Table Spin Master Basic Information List Table Spin Master Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Spin Master Educational Toys Sales Market Share (2011-2016) Table MindWare Basic Information List Table MindWare Educational Toys Sales, Revenue, Price and Gross Margin (2011 - 2016)Table MindWare Educational Toys Sales Market Share (2011-2016) Table Safari Basic Information List Table Safari Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Safari Educational Toys Sales Market Share (2011-2016) Table BanBao Basic Information List Table BanBao Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table BanBao Educational Toys Sales Market Share (2011-2016) Table Qunxing Basic Information List Table Qunxing Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016) Table Qunxing Educational Toys Sales Market Share (2011-2016) Table Goldlok Toys Basic Information List Table Goldlok Toys Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Goldlok Toys Educational Toys Sales Market Share (2011-2016) Table Star-Moon Basic Information List Table Star-Moon Educational Toys Sales, Revenue, Price and Gross Margin (2011-2016)Table Star-Moon Educational Toys Sales Market Share (2011-2016) Table Production Base and Market Concentration Rate of Raw Material Figure Price Trend of Key Raw Materials Table Key Suppliers of Raw Materials Figure Manufacturing Cost Structure of Educational Toys



Figure Manufacturing Process Analysis of Educational Toys

Figure Educational Toys Industrial Chain Analysis

Table Raw Materials Sources of Educational Toys Major Manufacturers in 2015

Table Major Buyers of Educational Toys

Table Distributors/Traders List

Figure United States Educational Toys Production and Growth Rate Forecast (2016-2021)

Figure United States Educational Toys Revenue and Growth Rate Forecast (2016-2021)

Table United States Educational Toys Production Forecast by Type (2016-2021) Table United States Educational Toys Consumption Forecast by Application (2016-2021)



I would like to order

Product name: United States Educational Toys Market Report 2016 Product link: <u>https://marketpublishers.com/r/U878791B668EN.html</u> Price: US\$ 3,800.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/U878791B668EN.html</u>

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

Custumer signature _____

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

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