

United States Toys Market Report 2016

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Abstracts

Notes:

Sales, means the sales volume of Toys

Revenue, means the sales value of Toys

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

Hasbro

Lego Group

Mattel

Giochi Preziosi

Playmobil

Simba-Dickie

Funtastic

JAKKS Pacific

Lansay France

LeapFrog Enterprises

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

Plush toys

Infant/pre-school toys

Activity toys

Dolls

Games and puzzles

Ride-on

Others (electronic toys, construction toys, raffles and musical toys)

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

Baby

Boys

Girls

Others

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