

# United States Toys Market Report 2016

<https://marketpublishers.com/r/U9C016642D4EN.html>

Date: October 2016

Pages: 121

Price: US\$ 3,800.00 (Single User License)

ID: U9C016642D4EN

## 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

## Contents

### United States Toys Market Report 2016

## **1 TOYS OVERVIEW**

### 1.1 Product Overview and Scope of Toys

### 1.2 Classification of Toys

#### 1.2.1 Plush toys

#### 1.2.2 Infant/pre-school toys

#### 1.2.3 Activity toys

#### 1.2.4 Dolls

#### 1.2.5 Games and puzzles

#### 1.2.6 Ride-on

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

### 1.3 Application of Toys

#### 1.3.1 Baby

#### 1.3.2 Boys

#### 1.3.3 Girls

#### 1.3.4 Others

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

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

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

## **2 UNITED STATES TOYS COMPETITION BY MANUFACTURERS**

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

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

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

### 2.4 Toys Market Competitive Situation and Trends

#### 2.4.1 Toys Market Concentration Rate

#### 2.4.2 Toys Market Share of Top 3 and Top 5 Manufacturers

#### 2.4.3 Mergers & Acquisitions, Expansion

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

### 3.1 United States Toys Sales and Market Share by Type (2011-2016)

3.2 United States Toys Revenue and Market Share by Type (2011-2016)

3.3 United States Toys Price by Type (2011-2016)

3.4 United States Toys Sales Growth Rate by Type (2011-2016)

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

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

4.2 United States Toys Sales Growth Rate by Application (2011-2016)

4.3 Market Drivers and Opportunities

#### **5 UNITED STATES TOYS MANUFACTURERS PROFILES/ANALYSIS**

##### **5.1 Hasbro**

5.1.1 Company Basic Information, Manufacturing Base and Competitors

5.1.2 Toys Product Type, Application and Specification

5.1.2.1 Type I

5.1.2.2 Type II

5.1.3 Hasbro Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.1.4 Main Business/Business Overview

##### **5.2 Lego Group**

5.2.2 Toys Product Type, Application and Specification

5.2.2.1 Type I

5.2.2.2 Type II

5.2.3 Lego Group Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.2.4 Main Business/Business Overview

##### **5.3 Mattel**

5.3.2 Toys Product Type, Application and Specification

5.3.2.1 Type I

5.3.2.2 Type II

5.3.3 Mattel Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.3.4 Main Business/Business Overview

##### **5.4 Giochi Preziosi**

5.4.2 Toys Product Type, Application and Specification

5.4.2.1 Type I

5.4.2.2 Type II

5.4.3 Giochi Preziosi Toys Sales, Revenue, Price and Gross Margin (2011-2016)

5.4.4 Main Business/Business Overview

##### **5.5 Playmobil**

5.5.2 Toys Product Type, Application and Specification

- 5.5.2.1 Type I
- 5.5.2.2 Type II
- 5.5.3 Playmobil Toys Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.5.4 Main Business/Business Overview
- 5.6 Simba-Dickie
  - 5.6.2 Toys Product Type, Application and Specification
    - 5.6.2.1 Type I
    - 5.6.2.2 Type II
  - 5.6.3 Simba-Dickie Toys Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.6.4 Main Business/Business Overview
- 5.7 Funtastic
  - 5.7.2 Toys Product Type, Application and Specification
    - 5.7.2.1 Type I
    - 5.7.2.2 Type II
  - 5.7.3 Funtastic Toys Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.7.4 Main Business/Business Overview
- 5.8 JAKKS Pacific
  - 5.8.2 Toys Product Type, Application and Specification
    - 5.8.2.1 Type I
    - 5.8.2.2 Type II
  - 5.8.3 JAKKS Pacific Toys Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.8.4 Main Business/Business Overview
- 5.9 Lansay France
  - 5.9.2 Toys Product Type, Application and Specification
    - 5.9.2.1 Type I
    - 5.9.2.2 Type II
  - 5.9.3 Lansay France Toys Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.9.4 Main Business/Business Overview
- 5.10 LeapFrog Enterprises
  - 5.10.2 Toys Product Type, Application and Specification
    - 5.10.2.1 Type I
    - 5.10.2.2 Type II
  - 5.10.3 LeapFrog Enterprises Toys Sales, Revenue, Price and Gross Margin (2011-2016)
  - 5.10.4 Main Business/Business Overview

## **6 TOYS MANUFACTURING COST ANALYSIS**

### **6.1 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 Toys

## **7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 7.1 Toys Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of 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 TOYS MARKET FORECAST (2016-2021)**

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

Table Classification of Toys

Figure United States Sales Market Share of Toys by Type in 2015

Figure Plush toys Picture

Figure Infant/pre-school toys Picture

Figure Activity toys Picture

Figure Dolls Picture

Figure Games and puzzles Picture

Figure Ride-on Picture

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

Table Application of Toys

Figure United States Sales Market Share of Toys by Application in 2015

Figure Baby Examples

Figure Boys Examples

Figure Girls Examples

Figure Others Examples

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

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

Table United States Toys Sales of Key Manufacturers (2015 and 2016)

Table United States Toys Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Toys Sales Share by Manufacturers

Figure 2016 Toys Sales Share by Manufacturers

Table United States Toys Revenue by Manufacturers (2015 and 2016)

Table United States Toys Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Toys Revenue Share by Manufacturers

Table 2016 United States Toys Revenue Share by Manufacturers

Table United States Market Toys Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Toys Average Price of Key Manufacturers in 2015

Figure Toys Market Share of Top 3 Manufacturers

Figure Toys Market Share of Top 5 Manufacturers

Table United States Toys Sales by Type (2011-2016)

Table United States Toys Sales Share by Type (2011-2016)

Figure United States Toys Sales Market Share by Type in 2015

Table United States Toys Revenue and Market Share by Type (2011-2016)

Table United States Toys Revenue Share by Type (2011-2016)

Figure Revenue Market Share of Toys by Type (2011-2016)  
Table United States Toys Price by Type (2011-2016)  
Figure United States Toys Sales Growth Rate by Type (2011-2016)  
Table United States Toys Sales by Application (2011-2016)  
Table United States Toys Sales Market Share by Application (2011-2016)  
Figure United States Toys Sales Market Share by Application in 2015  
Table United States Toys Sales Growth Rate by Application (2011-2016)  
Figure United States Toys Sales Growth Rate by Application (2011-2016)  
Table Hasbro Basic Information List  
Table Hasbro Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure Hasbro Toys Sales Market Share (2011-2016)  
Table Lego Group Basic Information List  
Table Lego Group Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Lego Group Toys Sales Market Share (2011-2016)  
Table Mattel Basic Information List  
Table Mattel Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Mattel Toys Sales Market Share (2011-2016)  
Table Giochi Preziosi Basic Information List  
Table Giochi Preziosi Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Giochi Preziosi Toys Sales Market Share (2011-2016)  
Table Playmobil Basic Information List  
Table Playmobil Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Playmobil Toys Sales Market Share (2011-2016)  
Table Simba-Dickie Basic Information List  
Table Simba-Dickie Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Simba-Dickie Toys Sales Market Share (2011-2016)  
Table Funtastic Basic Information List  
Table Funtastic Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Funtastic Toys Sales Market Share (2011-2016)  
Table JAKKS Pacific Basic Information List  
Table JAKKS Pacific Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table JAKKS Pacific Toys Sales Market Share (2011-2016)  
Table Lansay France Basic Information List  
Table Lansay France Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Lansay France Toys Sales Market Share (2011-2016)  
Table LeapFrog Enterprises Basic Information List  
Table LeapFrog Enterprises Toys Sales, Revenue, Price and Gross Margin (2011-2016)  
Table LeapFrog Enterprises 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 Toys  
Figure Manufacturing Process Analysis of Toys  
Figure Toys Industrial Chain Analysis  
Table Raw Materials Sources of Toys Major Manufacturers in 2015  
Table Major Buyers of Toys  
Table Distributors/Traders List  
Figure United States Toys Production and Growth Rate Forecast (2016-2021)  
Figure United States Toys Revenue and Growth Rate Forecast (2016-2021)  
Table United States Toys Production Forecast by Type (2016-2021)  
Table United States Toys Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: United States Toys Market Report 2016

Product link: <https://marketpublishers.com/r/U9C016642D4EN.html>

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](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/U9C016642D4EN.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