

United States Toys and Games Market Report 2016

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Abstracts

Notes:

Sales, means the sales volume of Toys and Games

Revenue, means the sales value of Toys and Games

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

MATTEL

HASBRO

Fisher Price

LEGO

SIMBA

Hape

Desney

Smoby

MAJORETTE

Bandai

VikingToys and Gamess

Brio

Kids II

Lamaze

Sassy

Quercetti

Chicco

MEGABLOCKS

NICI

Alpha

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 Toys and Games in each application, can be divided into

Application 1

Application 2

Application 3

Contents

United States Toys and Games Market Report 2016

1 TOYS AND GAMES OVERVIEW

- 1.1 Product Overview and Scope of Toys and Games
- 1.2 Classification of Toys and Games
 - 1.2.1 Type I
 - 1.2.2 Type II
 - 1.2.3 Type III
- 1.3 Application of Toys and Games
 - 1.3.1 Application
 - 1.3.2 Application
 - 1.3.3 Application
- 1.4 United States Market Size Sales (Value) and Revenue (Volume) of Toys and Games (2011-2021)
 - 1.4.1 United States Toys and Games Sales and Growth Rate (2011-2021)
 - 1.4.2 United States Toys and Games Revenue and Growth Rate (2011-2021)

2 UNITED STATES TOYS AND GAMES COMPETITION BY MANUFACTURERS

- 2.1 United States Toys and Games Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Toys and Games Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Toys and Games Average Price by Manufactures (2015 and 2016)
- 2.4 Toys and Games Market Competitive Situation and Trends
 - 2.4.1 Toys and Games Market Concentration Rate
 - 2.4.2 Toys and Games Market Share of Top 3 and Top 5 Manufacturers
 - 2.4.3 Mergers & Acquisitions, Expansion

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

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

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

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

5 UNITED STATES TOYS AND GAMES MANUFACTURERS PROFILES/ANALYSIS

5.1 MATTEL

- 5.1.1 Company Basic Information, Manufacturing Base and Competitors
- 5.1.2 Toys and Games Product Type, Application and Specification
 - 5.1.2.1 Type I
 - 5.1.2.2 Type II
- 5.1.3 MATTEL Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.1.4 Main Business/Business Overview

5.2 HASBRO

- 5.2.2 Toys and Games Product Type, Application and Specification
 - 5.2.2.1 Type I
 - 5.2.2.2 Type II
- 5.2.3 HASBRO Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.2.4 Main Business/Business Overview

5.3 Fisher Price

- 5.3.2 Toys and Games Product Type, Application and Specification
 - 5.3.2.1 Type I
 - 5.3.2.2 Type II
- 5.3.3 Fisher Price Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.3.4 Main Business/Business Overview

5.4 LEGO

- 5.4.2 Toys and Games Product Type, Application and Specification
 - 5.4.2.1 Type I
 - 5.4.2.2 Type II
- 5.4.3 LEGO Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.4.4 Main Business/Business Overview

5.5 SIMBA

- 5.5.2 Toys and Games Product Type, Application and Specification
 - 5.5.2.1 Type I
 - 5.5.2.2 Type II
- 5.5.3 SIMBA Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.5.4 Main Business/Business Overview
- 5.6 Hape
 - 5.6.2 Toys and Games Product Type, Application and Specification
 - 5.6.2.1 Type I
 - 5.6.2.2 Type II
 - 5.6.3 Hape Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.6.4 Main Business/Business Overview
- 5.7 Desney
 - 5.7.2 Toys and Games Product Type, Application and Specification
 - 5.7.2.1 Type I
 - 5.7.2.2 Type II
 - 5.7.3 Desney Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.7.4 Main Business/Business Overview
- 5.8 Smoby
 - 5.8.2 Toys and Games Product Type, Application and Specification
 - 5.8.2.1 Type I
 - 5.8.2.2 Type II
 - 5.8.3 Smoby Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.8.4 Main Business/Business Overview
- 5.9 MAJORETTE
 - 5.9.2 Toys and Games Product Type, Application and Specification
 - 5.9.2.1 Type I
 - 5.9.2.2 Type II
 - 5.9.3 MAJORETTE Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.9.4 Main Business/Business Overview
- 5.10 Bandai
 - 5.10.2 Toys and Games Product Type, Application and Specification
 - 5.10.2.1 Type I
 - 5.10.2.2 Type II
 - 5.10.3 Bandai Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.10.4 Main Business/Business Overview
- 5.11 VikingToys and Gamess
- 5.12 Brio
- 5.13 Kids II

- 5.14 Lamaze
- 5.15 Sassy
- 5.16 Quercetti
- 5.17 Chicco
- 5.18 MEGABLOCKS
- 5.19 NICI
- 5.20 Alpha

6 TOYS AND GAMES MANUFACTURING COST ANALYSIS

- 6.1 Toys and Games 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 and Games

7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 7.1 Toys and Games Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Toys and Games 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 AND GAMES MARKET FORECAST (2016-2021)

10.1 United States Toys and Games Sales, Revenue Forecast (2016-2021)

10.2 United States Toys and Games Sales Forecast by Type (2016-2021)

10.3 United States Toys and Games Sales Forecast by Application (2016-2021)

10.4 Toys and Games 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 and Games

Table Classification of Toys and Games

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

Table Application of Toys and Games

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

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

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

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

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

Figure 2015 Toys and Games Sales Share by Manufacturers

Figure 2016 Toys and Games Sales Share by Manufacturers

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

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

Table 2015 United States Toys and Games Revenue Share by Manufacturers

Table 2016 United States Toys and Games Revenue Share by Manufacturers

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

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

Figure Toys and Games Market Share of Top 3 Manufacturers

Figure Toys and Games Market Share of Top 5 Manufacturers

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

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

Figure United States Toys and Games Sales Market Share by Type in 2015

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

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

Figure Revenue Market Share of Toys and Games by Type (2011-2016)

Table United States Toys and Games Price by Type (2011-2016)

Figure United States Toys and Games Sales Growth Rate by Type (2011-2016)

Table United States Toys and Games Sales by Application (2011-2016)

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

Figure United States Toys and Games Sales Market Share by Application in 2015

Table United States Toys and Games Sales Growth Rate by Application (2011-2016)

Figure United States Toys and Games Sales Growth Rate by Application (2011-2016)

Table MATTEL Basic Information List

Table MATTEL Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Figure MATTEL Toys and Games Sales Market Share (2011-2016)

Table HASBRO Basic Information List

Table HASBRO Toys and Games Sales, Revenue, Price and Gross Margin
(2011-2016)

Table HASBRO Toys and Games Sales Market Share (2011-2016)

Table Fisher Price Basic Information List

Table Fisher Price Toys and Games Sales, Revenue, Price and Gross Margin
(2011-2016)

Table Fisher Price Toys and Games Sales Market Share (2011-2016)

Table LEGO Basic Information List

Table LEGO Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table LEGO Toys and Games Sales Market Share (2011-2016)

Table SIMBA Basic Information List

Table SIMBA Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table SIMBA Toys and Games Sales Market Share (2011-2016)

Table Hape Basic Information List

Table Hape Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table Hape Toys and Games Sales Market Share (2011-2016)

Table Desney Basic Information List

Table Desney Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table Desney Toys and Games Sales Market Share (2011-2016)

Table Smoby Basic Information List

Table Smoby Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table Smoby Toys and Games Sales Market Share (2011-2016)

Table MAJORETTE Basic Information List

Table MAJORETTE Toys and Games Sales, Revenue, Price and Gross Margin
(2011-2016)

Table MAJORETTE Toys and Games Sales Market Share (2011-2016)

Table Bandai Basic Information List

Table Bandai Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table Bandai Toys and Games Sales Market Share (2011-2016)

Table VikingToys and Gamess Basic Information List

Table VikingToys and Gamess Toys and Games Sales, Revenue, Price and Gross
Margin (2011-2016)

Table VikingToys and Gamess Toys and Games Sales Market Share (2011-2016)

Table Brio Basic Information List

Table Brio Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)

Table Brio Toys and Games Sales Market Share (2011-2016)
Table Kids II Basic Information List
Table Kids II Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Kids II Toys and Games Sales Market Share (2011-2016)
Table Lamaze Basic Information List
Table Lamaze Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Lamaze Toys and Games Sales Market Share (2011-2016)
Table Sassy Basic Information List
Table Sassy Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Sassy Toys and Games Sales Market Share (2011-2016)
Table Quercetti Basic Information List
Table Quercetti Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Quercetti Toys and Games Sales Market Share (2011-2016)
Table Chicco Basic Information List
Table Chicco Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Chicco Toys and Games Sales Market Share (2011-2016)
Table MEGABLOCKS Basic Information List
Table MEGABLOCKS Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table MEGABLOCKS Toys and Games Sales Market Share (2011-2016)
Table NICI Basic Information List
Table NICI Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table NICI Toys and Games Sales Market Share (2011-2016)
Table Alpha Basic Information List
Table Alpha Toys and Games Sales, Revenue, Price and Gross Margin (2011-2016)
Table Alpha Toys and Games 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 and Games
Figure Manufacturing Process Analysis of Toys and Games
Figure Toys and Games Industrial Chain Analysis
Table Raw Materials Sources of Toys and Games Major Manufacturers in 2015
Table Major Buyers of Toys and Games
Table Distributors/Traders List
Figure United States Toys and Games Production and Growth Rate Forecast (2016-2021)
Figure United States Toys and Games Revenue and Growth Rate Forecast (2016-2021)

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

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