

China Toys Market by Segments, Sales Channel, Company Analysis, Forecast

<https://marketpublishers.com/r/C026DD292BABEN.html>

Date: March 2021

Pages: 90

Price: US\$ 2,290.00 (Single User License)

ID: C026DD292BABEN

Abstracts

China is one of the biggest toy markets in the world. Its possible growth has generated a considerable opportunity for domestic & international toy manufacturers. A substantial rise in the popularity of interactive and multi-functional toys has been observed among children, positively impacting the toys market. Due to the increase in consumer spending, there is an increasing demand for toys. Besides expanding metropolitan residents' income levels and rising living standards, a shift is being witnessed from conventional toys to innovative electronic toys. According to Renub Research, the China Toys Market was US\$ 48.3 Billion in 2020.

There are wide varieties of toys available in China's market. Dolls and Stuffed Toys showed extraordinary growth in value terms in 2019, primarily driven by the huge success and rapid rise of blind collectables. There has been an increase in demand for construction Sets & Models with schools closed during the lockdown. That was seen as an excellent way to entertain children for a more extended period.

The video game industry has developed a regular revenue model over the past few years due to the continuous emergence of video games. As technology advances, consumer spending on video content, virtual reality products, and video game tournaments have witnessed significant growth. As per this research study, the Toy market in China is expected to be US\$ 61.3 Billion industry by 2026.

The main sales channels for toys include Online, Chain Stores, supermarkets & hypermarkets. Currently, speciality stores have been expanding and have a significant toy buying channel for parents & speciality toy chain stores represent the largest distribution channel as these stores have well-established networks and offer a wide range of products. In this COVID-19 lockdown, the online industry has shown good

growth. Our research says that China Toy Market is expected to grow with a CAGR of 4.04% from 2020 to 2026.

Factors to Drive China Toy Industry

China abandoned its one-child-policy to allow families to have an additional child. During China's 13th Five-year Plan period, a two-child policy was announced in October 2015. This policy targets 90 million women of reproductive age who already had at least one child. Due to this policy's effect in the 18 months, there were 5.4 million additional births. Besides, China always had a healthy growth rate of its disposable income. For the first time in 2019, China's per capita gross domestic product (GDP) has exceeded USD 10,000. So the future of the toy industry is bright in China.

China Toy Companies

Key companies are focusing on introducing new products in the market to serve the consumers' interests. New product engagement is the most preferred strategy in the Chinese market. The key players were embarking on mergers and acquisitions as essential plans to achieve consolidation and optimize their offerings. Some of the keen players included in the market studied are Mattel Inc. & Hasbro Inc, Lego Inc, Vtech.

Renub Research latest report titled 'China Toys Market by Segments (Dolls & Stuffed Toys, Construction Sets & Models, Cards Games, Puzzles, Toys for Toddlers & Kids, Plastic & Others Toys), Sales Channel (Department Stores, Super / Hyper Market, Online, Baby Products / Toys Shop, Chain Stores), Company (Mattel Inc., Lego, Hasbro, Inc, Vtech)' report provides in-depth analysis of China Toy Industry.

Segments - Market breakup from 6 viewpoints

1. Dolls & Stuffed Toys
2. Construction Sets & Models
3. Cards Games
4. Puzzles
5. Toys for Toddlers & Kids
6. Plastic & Others Toys

Sales Channel - Market breakup from 5 viewpoints

1. Department Stores

2. Super / Hyper Market
3. Online
4. Baby Products/Toys Shop
5. Chain Stores

All company have been covered from 3 viewpoints

Overviews

Recent Developments

Revenues

Company Analysis

1. Mattel Inc.
2. Lego
3. Hasbro, Inc
4. Vtech

Contents

1. INTRODUCTION

2. RESEARCH & METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1 Growth Drivers

4.2 Challenges

5. CHINA TOYS MARKET ANALYSIS

6. MARKET SHARE ANALYSIS

6.1 Segments

6.2 Sales Channel

7. SEGMENTS – CHINA TOYS MARKET

7.1 Dolls & Stuffed Toys

7.2 Construction Sets & Models

7.3 Cards Games

7.4 Puzzles

7.5 Toys for Toddlers & Kids

7.6 Plastic & Others Toys

8. SALES CHANNEL – CHINA TOYS MARKET

8.1 Department Stores

8.2 Super / Hyper Market

8.3 Online

8.4 Baby Products/Toys Shop

8.5 Chain Stores

9. IMPORT AND TRADE REGULATIONS IN CHINA

10. MERGERS AND ACQUISITIONS

11. COMPANY ANALYSIS

11.1 Mattel Inc.

11.1.1 Overviews

11.1.2 Recent Developments

11.1.3 Revenues

11.2 Lego

11.2.1 Overviews

11.2.2 Recent Developments

11.2.3 Revenues

11.3 Hasbro,Inc

11.3.1 Overviews

11.3.2 Recent Developments

11.3.3 Revenues

11.4 Vtech

11.4.1 Overviews

11.4.2 Recent Developments

11.4.3 Revenues

List Of Figures

LIST OF FIGURES:

Figure-01: China Toys Market (Million US\$), 2015 – 2020

Figure-02: Forecast for – China Toys Market (Million US\$), 2021 – 2026

Figure-03: Segments – Dolls & Stuffed Toys Market (Million US\$), 2015 – 2020

Figure-04: Segments – Forecast for Dolls & Stuffed Toys Market (Million US\$), 2021 – 2026

Figure-05: Segments – Construction Sets & Models Market (Million US\$), 2015 – 2020

Figure-06: Segments – Forecast for Construction Sets & Models Market (Million US\$), 2021 – 2026

Figure-07: Segments – Cards Games Market (Million US\$), 2015 – 2020

Figure-08: Segments – Forecast for Cards Games Market (Million US\$), 2021 – 2026

Figure-09: Segments – Puzzles Market (Million US\$), 2015 – 2020

Figure-10: Segments – Forecast for Puzzles Market (Million US\$), 2021 – 2026

Figure-11: Segments – Toys for Toddlers & Kids Market (Million US\$), 2015 – 2020

Figure-12: Segments – Forecast for Toys for Toddlers & Kids Market (Million US\$), 2021 – 2026

Figure-13: Segments – Plastic & Others Toys Market (Million US\$), 2015 – 2020

Figure-14: Segments – Forecast for Plastic & Others Toys Market (Million US\$), 2021 – 2026

Figure-15: Distribution Channel – Department Stores Toys Market (Million US\$), 2017 – 2020

Figure-16: Distribution Channel – Forecast for Department Stores Toys Market (Million US\$), 2021 – 2026

Figure-17: Distribution Channel – Super/Hyper Toys Market (Million US\$), 2017 – 2020

Figure-18: Distribution Channel – Forecast for Super/Hyper Toys Market (Million US\$), 2021 – 2026

Figure-19: Distribution Channel – Online Toys Market (Million US\$), 2017 – 2020

Figure-20: Distribution Channel – Forecast for Online Toys Market (Million US\$), 2021 – 2026

Figure-21: Distribution Channel – Baby Products/Toys Shop Sales (Million US\$), 2017 – 2020

Figure-22: Distribution Channel – Forecast for Baby Products/Toys Shop Sales (Million US\$), 2021 – 2026

Figure-23: Distribution Channel – Chain Stores Toys Market (Million US\$), 2017 – 2020

Figure-24: Distribution Channel – Forecast for Chain Stores Toys Market (Million US\$), 2021 – 2026

Figure-25: Mattel Inc. – Global Revenue (Million US\$), 2015 – 2020

Figure-26: Mattel Inc. – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-27: Lego – Global Revenue (Million US\$), 2015 – 2020

Figure-28: Lego – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-29: Hasbro, Inc – Global Revenue (Million US\$), 2015 – 2020

Figure-30: Hasbro, Inc – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-31: Vtech – Global Revenue (Million US\$), 2015 – 2020

Figure-32: Vtech – Forecast for Global Revenue (Million US\$), 2021 – 2026

List Of Tables

LIST OF TABLES:

Table-01: China Toys Market Share by Toys Segments (Percent), 2015 – 2020

Table-02: Forecast for – Tea Market Share by Toys Segments (Percent), 2021 – 2026

Table-03: China Toys Market Share by Sales Channel (Percent), 2017 – 2020

Table-04: Forecast for – Tea Market Share by Sales Channel (Percent), 2021 – 2026

I would like to order

Product name: China Toys Market by Segments, Sales Channel, Company Analysis, Forecast

Product link: <https://marketpublishers.com/r/C026DD292BABEN.html>

Price: US\$ 2,290.00 (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 <https://marketpublishers.com/r/C026DD292BABEN.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