

China Toy Industry Report, 2008

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Abstracts

According to China Customs, the accumulative toy export value of China toy (including game stations) was totaled at US \$12.26 billion during Jan-Jul 2008, up 29.58% compared with the same period of 2007. The accumulative export value was totaled US \$20.86 billion in the whole year of 2007, up 17.45% year on year. From 2003 to Jul 2008, China's toy export has maintained a growth; however, its growth rate tends to be declined.

East China and South China are the two key toy export regions; Guangdong is still the largest toy export province, its toy export value was US \$14.20 billion in the year of 2007, accounting for 65.60% of national total, up 1% year on year. Toy export value of Shandong province increased 403.40% to US \$2.56 billion in 2007 from US \$509 million in 2006, ranked at NO.2 in China. The top six provinces in terms of toy export value in 2007 were Guangdong, Shandong, Zhejiang, Jiangsu, Shanghai and Fujian.

Generally speaking, China's toy export is mainly relying on processing trade, although the general trade has increased by a small extent. In the year of 2007, China toy export value was totaled at US\$ 20.86 billion, of which US \$16.33 was from processing trade, accounting for 78.28% of the total; while only US \$4.53 from general trade, accounting for 21.72% of the total. The innovation ability is still the bottleneck of China's toy industry development.

In early 2008, China Toy Association conducted an investigation of toy retailing in 37 cities of 21 provinces. According to the investigation, the top ten toy brands were Barbie, Goodbaby, Audi, Lego, Silverlit, Hasbro, Tomy, Playwell, Bandai and Chicco.

Contents

1 INDUSTRY OVERVIEW

- 1.1 Definition and Classification
- 1.2 Development Courses

2 DEVELOPMENTS OF RELEVANT SECTORS

- 2.1 Animation Industry
- 2.2 Game Industry

3. INDUSTRY DEVELOPMENTS

- 3.1 Overview
 - 3.1.1 Domestic Sales
 - 3.1.2 Opportunities and Challenges
- 3.2 Innovations
- 3.3 Influence of Olympic Fuwa
- 3.4 Export Recalls
- 3.5 Problems and Countermeasures
 - 3.5.1 Problems
 - 3.5.2 Countermeasures

4. 4 OPERATIONAL ANALYSIS

- 4.1 Production and Sales
 - 4.1.1 Output
 - 4.1.2 Total Industrial Output Value
 - 4.1.3 Sales Revenue
- 4.2 Cost
 - 4.2.1 Sales Cost
 - 4.2.2 Sales Expense
 - 4.2.3 Management Expense
 - 4.2.4 Financial Expense
- 4.3 Assets and Liabilities
 - 4.3.1 Total Assets
 - 4.3.2 Total Liabilities
 - 4.3.3 Ratio of Assets to Liabilities

- 4.3.4 Rate of Capital Value-preserved and Value-adding
- 4.4 Scale
 - 4.4.1 Quantity of Manufacturers
 - 4.4.2 Average Number of Employees
- 4.5 Performance
 - 4.5.1 Total Profit
 - 4.5.2 Ratio of Pre-tax Profit to Gross Output Value
 - 4.5.3 Ratio of Profits to Cost
 - 4.5.4 Rate of Pre -tax Profit to Capital
 - 4.5.5 Capital Occupation Rate of Finished Products
- 4.6 Loss
 - 4.6.1 Number of Loss Companies in 2007
 - 4.6.2 Total Loss
- 4.7 Top Twenty Companies According to Sales Revenue

5 MAIN INDICES OF COMPANIES BY SCALE AND ECONOMIC TYPE, 2007

- 5.1 Main Indices by Scale
 - 5.1.1 Large Companies
 - 5.1.2 Medium-size Companies
 - 5.1.3 Small Companies
- 5.2 Main Indices by Economic Type
 - 5.2.1 State-owned Companies
 - 5.2.2 Collective Companies
 - 5.2.3 Cooperative Shares Companies
 - 5.2.4 Private Companies
 - 5.2.5 Foreign-funded, Hong Kong, Taiwan and Macau-funded Companies

6 IMPORTS AND EXPORTS, 2008

- 6.1 Export Analysis
 - 6.1.1 Export Market and Its Features
 - 6.1.2 Continuous RMB Appreciation Squeezed Export Profit
 - 6.1.3 Increasingly Fierce Competition
 - 6.1.4 New Challenge from EU
 - 6.1.5 Four Factors Influencing Toy Export
- 6.2 Import & Export of Segmented Toy Products

7 MARKET DEVELOPMENTS

- 7.1 Market Analysis
 - 7.1.1 Development Overview
 - 7.1.2 Rapid Annual Growth
 - 7.1.3 Adult Toy Market to be developed
 - 7.1.4 Sales Strategies for Retail Market
 - 7.1.5 Five New Market Trends
- 7.2 Children Toy Market
 - 7.2.1 Classification
 - 7.2.2 Sales Characteristics
 - 7.2.3 Consumer Investigation
 - 7.2.4 Competition Analysis
 - 7.2.5 Marketing Strategies
- 7.3 Adult Toy Market
 - 7.3.1 Infinite Opportunities
 - 7.3.2 Market Blanks
 - 7.3.3 High-tech Adult Toys will be Popular
 - 7.3.4 Consumer Favorites
 - 7.3.5 Lag of Designs
 - 7.3.6 Lack of Innovations
- 7.4 Toys for Aged People
 - 7.4.1 Development
 - 7.4.2 Huge Demand Potential
 - 7.4.3 Market Blanks
 - 7.4.4 Marketing Strategies
 - 7.4.4.1 Product Strategy
 - 7.4.4.2 Advertising Strategy
 - 7.4.4.3 Price Strategy
 - 7.4.4.4 Sales Promotion

8 SUB-INDUSTRIES ANALYSIS CLASSIFICATION

- 8.1 Plush Toys
 - 8.1.1 Overview
 - 8.1.2 Quietly Emerging
 - 8.1.3 Material Problems
- 8.2 Wooden Toys
 - 8.2.1 Introduction
 - 8.2.2 Innovations

8.2.3 Strong Demands

8.3 Plastic toys

8.3.1 Low-price Competition

8.3.2 Influence of Oil Price

8.4 Electronics Toys

8.4.1 Intelligent Electronics Toys are Popular

8.4.2 Development Prospect

8.4.3 Influence of ROHS

8.5 Intelligent Toys

8.5.1 Becoming the Mainstream

8.5.2 Calling for Intelligent Standards

8.5.3 To be Energetically Developed

9 KEY MANUFACTURING REGIONS

9.1 Guangdong Province

9.2 Jiangsu Province

9.3 Qingdao City

9.4 Yiwu City

9.5 Yunhe City

10. Prospects and Suggestions

10.1 Development Prospects

10.2 Investment Suggestions

Selected Charts

SELECTED CHARTS

Sales Revenue of Game Stations in China, 2007-2012E
Total Industrial Output Value of China Toy Industry, 2006-2007
Sales Revenue of China's Toy Industry, 2006-2007
Top twenty Toy Manufacturers by Sales Revenue, 2007
China's Monthly Toy Export Value and YoY Growth, 2008
Children's Monthly Consumption Value in China's Large Cities
Children's Concern on Various Toy Brands
Annual Sales Value of China Toy Industry
China's Toy Export Structure by Product, 2007
China's Regional Toy Import & Export, Jan-Jun 2008
Hot-Sale Intelligent Toy Products in China, 1H 2008
The Favorite Children Toy Products By Age
The Favorite Children Toy Products By Gender
Toy Purchase Decision-making Modes of Children
Four Major Information Channels of Children Toys

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