

# Research Report on China's Children's Toy Car Export 2023-2032

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## Abstracts

In 2021, the global toy market grew strongly, recording its best performance in the past decade. With rising living standards, the rise of emerging markets, and increased per capita consumption of children aged 0-9 years globally, the toy industry is boosted with great growth potential.

According to CRI's analysis, China is the world's largest toy producer and exporter, and China exports a large number of toys to the global market every year.

In 2021, China exported 154 million children's toy cars (children's toy cars refer to tricycles, scooters and similar toys with wheels and doll cars), up 15.21% year-on-year, with an export value of US\$3.092 billion, up 22.70% year-on-year. According to CRI analysis, from January to October 2022, China exported 99 million children's toy vehicles, down 21.47% year-on-year, and exported US\$2.090 billion, down 19.70% year-on-year.

In 2018-2022, the average price of China's children's toy car exports increased gradually. In 2018, the average price of China's children's toy car exports was US\$13.95 per unit, and since then the average price of China's children's toy car exports has increased continuously. According to CRI's analysis, the average price of China's children's toy car exports in 2021 was US\$20.13 per unit, up 6.50% y-o-y. The average price of China's children's toy car exports from January to October 2022 was US\$21.07 per unit, up 2.26% y-o-y.

In 2021, China exported children's toy cars to about two hundred countries and regions. According to CRI's analysis, the United States, Poland, the Russian Federation, Vietnam, the United Kingdom, Germany, Mexico, Belgium, the Netherlands, and the

Philippines are the main export destinations for China's children's toy cars by import volume.

Among them, the U.S. is the largest destination for China's children's toy car exports. In 2021, China exported 34.62 million children's toy cars to the U.S., accounting for 22.54% of China's total children's toy car exports that year, with an export value of US\$761 million, accounting for 24.60% of the total export value.

China is the world's largest toy producer and exporter, with about 70% of the world's toys produced in China. Due to the advantages of low cost and wide variety of toys produced in China, the export volume of children's toy cars from China is expected to continue to rise in 2023-2032.

Topics covered:

China's Children's Toy Car Export Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on China's Children's Toy Car Export?

Which Companies are the Major Players in China's Children's Toy Car Export Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in China's Children's Toy Car Export

What are the Key Drivers, Challenges, and Opportunities for China's Children's Toy Car Export during 2023-2032?

What is the Expected Revenue of China's Children's Toy Car Export during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in China's Children's Toy Car Export Market?

Which Segment of China's Children's Toy Car Export is Expected to Dominate the Market in 2032?

## What are the Major Adverse Factors Facing China's Children's Toy Car Export?

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