

# Global and China Toys and Games Market Research Report Forecast 2017-2021

<https://marketpublishers.com/r/G94D04DE360EN.html>

Date: March 2017

Pages: 122

Price: US\$ 2,160.00 (Single User License)

ID: G94D04DE360EN

## Abstracts

The Global and China Toys and Games Market Research Report Forecast 2017-2021 is a valuable source of insightful data for business strategists. It provides the Toys and Games industry overview with growth analysis and historical & futuristic cost, revenue, demand and supply data (as applicable). The research analysts provide an elaborate description of the value chain and its distributor analysis. This Toys and Games market study provides comprehensive data which enhances the understanding, scope and application of this report.

This report provides comprehensive analysis of

- Key market segments and sub-segments

- Evolving market trends and dynamics

- Changing supply and demand scenarios

- Quantifying market opportunities through market sizing and market forecasting

- Tracking current trends/opportunities/challenges

- Competitive insights

- Opportunity mapping in terms of technological breakthroughs

Global and China Toys and Games Market: Regional Segment Analysis

Global

China

The Major players reported in the market include:

MATTEL

HASBRO

Fisher Price

LEGO

SIMBA

Hape

Desney

Smoby

MAJORETTE

Global and China Toys and Games Market: Product Segment Analysis

Type I

Type II

Type III

Global and China Toys and Games Market: Application Segment Analysis

Application I

Application II

Application III

## **REASONS FOR BUYING THIS REPORT**

This report provides pin-point analysis for changing competitive dynamics

It provides a forward looking perspective on different factors driving or restraining market growth

It provides a six-year forecast assessed on the basis of how the market is predicted to grow

It helps in understanding the key product segments and their future

It provides pin point analysis of changing competition dynamics and keeps you ahead of competitors

It helps in making informed business decisions by having complete insights of market and by making in-depth analysis of market segments

## Contents

### Global and China Toys and Games Market Research Report Forecast 2017-2021

#### c 1 Toys and Games Market Overview

- 1.1 Toys and Games Definition
- 1.2 Toys and Games Classification and Application
- 1.3 Toys and Games Industry Chain
- 1.4 Toys and Games Industry Overview

### **CHAPTER 2 GLOBAL AND CHINA ECONOMIC IMPACT ON TOYS AND GAMES INDUSTRY**

- 2.1 Global Macroeconomic Environment Analysis
- 2.2 China Macroeconomic Environment Analysis

### **CHAPTER 3 GLOBAL TOYS AND GAMES COMPETITION BY MANUFACTURERS, TYPE AND APPLICATION**

- 3.1 Global Toys and Games Market Competition by Manufacturers
  - 3.1.1 Global Toys and Games Production and Market Share of Key Manufacturers (2012-2017)
  - 3.1.2 Global Toys and Games Revenue and Share by Manufacturers (2012-2017)
- 3.2 Global Toys and Games Production and Revenue by Type
  - 3.3.1 Global Toys and Games Production and Market Share by Type (2012-2017)
  - 3.3.2 Global Toys and Games Revenue and Market Share by Type (2012-2017)
- 3.3 Global Toys and Games Production and Revenue by Application

### **CHAPTER 4 CHINA TOYS AND GAMES MARKET ANALYSIS**

- 4.1 China Toys and Games Production and Revenue (2012-2014)
  - 4.1.1 China Toys and Games Production and Growth Rate (2012-2014)
  - 4.1.2 China Toys and Games Revenue and Growth Rate (2012-2014)
  - 4.1.3 China Toys and Games Sales Price Trend (2012-2014)
- 4.2 China Toys and Games Production and Market Share by Manufacturers
- 4.3 China Toys and Games Production and Market Share by Type
- 4.4 China Toys and Games Production and Market Share by Application

### **CHAPTER 5 GLOBAL TOYS AND GAMES MANUFACTURERS ANALYSIS**

## 5.1 MATTEL

5.1.1 Company Basic Information, Manufacturing Base and Competitors

5.1.2 Product Type, Application and Specification

5.1.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.1.4 Business Overview

## 5.2 HASBRO

5.2.1 Company Basic Information, Manufacturing Base and Competitors

5.2.2 Product Type, Application and Specification

5.2.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.2.4 Business Overview

## 5.3 Fisher Price

5.3.1 Company Basic Information, Manufacturing Base and Competitors

5.3.2 Product Type, Application and Specification

5.3.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.3.4 Business Overview

## 5.4 LEGO

5.4.1 Company Basic Information, Manufacturing Base and Competitors

5.4.2 Product Type, Application and Specification

5.4.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.4.4 Business Overview

## 5.5 SIMBA

5.5.1 Company Basic Information, Manufacturing Base and Competitors

5.5.2 Product Type, Application and Specification

5.5.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.5.4 Business Overview

## 5.6 Hape

5.6.1 Company Basic Information, Manufacturing Base and Competitors

5.6.2 Product Type, Application and Specification

5.6.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.6.4 Business Overview

## 5.7 Desney

5.7.1 Company Basic Information, Manufacturing Base and Competitors

5.7.2 Product Type, Application and Specification

5.7.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.7.4 Business Overview

## 5.8 Smoby

5.8.1 Company Basic Information, Manufacturing Base and Competitors

5.8.2 Product Type, Application and Specification

5.8.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.8.4 Business Overview

## 5.9 MAJORETTE

5.9.1 Company Basic Information, Manufacturing Base and Competitors

5.9.2 Product Type, Application and Specification

5.9.3 Production, Revenue, Price and Gross Margin (2012-2017)

5.9.4 Business Overview

## **CHAPTER 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

## **CHAPTER 7 MARKET EFFECT FACTORS ANALYSIS**

### 7.1 Technology Progress/Risk

7.1.1 Substitutes Threat

7.1.2 Technology Progress in Related Industry

### 7.2 Consumer Needs/Customer Preference Change

### 7.3 Economic/Political Environmental Change

## **CHAPTER 8 GLOBAL TOYS AND GAMES MARKET FORECAST (2017-2021)**

8.1 Global Toys and Games Production, Revenue Forecast (2017-2021)

8.2 Global Toys and Games Production Forecast by Type (2017-2021)

8.3 Global Toys and Games Consumption Forecast by Application (2017-2021)

8.4 China Toys and Games Production, Consumption Forecast by Regions (2017-2021)

8.5 Toys and Games Price Forecast (2017-2021)

## **CHAPTER 9 APPENDIX**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Toys and Games

Figure Global Production Market Share of Toys and Games by Type in 2015

Table Toys and Games Consumption Market Share by Application in 2015

Table Global Toys and Games Capacity of Key Manufacturers (2015 and 2016)

Table Global Toys and Games Capacity Market Share by Manufacturers (2015 and 2016)

Figure Global Toys and Games Capacity of Key Manufacturers in 2015

Figure Global Toys and Games Capacity of Key Manufacturers in 2016

Table Global Toys and Games Production of Key Manufacturers (2015 and 2016)

Table Global Toys and Games Production Share by Manufacturers (2015 and 2016)

Figure 2015 Toys and Games Production Share by Manufacturers

Figure 2016 Toys and Games Production Share by Manufacturers

Table Global Toys and Games Revenue (Million USD) by Manufacturers (2015 and 2016)

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

Table 2015 Global Toys and Games Revenue Share by Manufacturers

Table 2016 Global Toys and Games Revenue Share by Manufacturers

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

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

Table Manufacturers Toys and Games Manufacturing Base Distribution and Sales Area

Table Manufacturers Toys and Games Product Type

Figure Toys and Games Market Share of Top 3 Manufacturers

Figure Toys and Games Market Share of Top 5 Manufacturers

Table Global Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table China Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table Global Toys and Games Production by Type (2012-2017)

Table Global Toys and Games Production Share by Type (2012-2017)

Figure Production Market Share of Toys and Games by Type (2012-2017)

Figure 2015 Production Market Share of Toys and Games by Type

Table Global Toys and Games Revenue by Type (2012-2017)

Table Global Toys and Games Revenue Share by Type (2012-2017)

Figure Production Revenue Share of Toys and Games by Type (2012-2017)



Figure 2015 Revenue Market Share of Toys and Games by Type  
Table Global Toys and Games Price by Type (2012-2017)  
Figure Global Toys and Games Production Growth by Type (2012-2017)  
Table Global Toys and Games Consumption by Application (2012-2017)  
Table Global Toys and Games Consumption Market Share by Application (2012-2017)  
Figure Global Toys and Games Consumption Market Share by Application in 2015  
Table Global Toys and Games Consumption Growth Rate by Application (2012-2017)  
Figure Global Toys and Games Consumption Growth Rate by Application (2012-2017)  
Figure China Toys and Games Production and Growth Rate (2012-2017)  
Figure China Toys and Games Revenue and Growth Rate (2012-2017)  
Figure China Toys and Games Production Price Trend (2012-2017)  
Table China Toys and Games Production by Manufacturers (2012-2017)  
Table China Toys and Games Market Share by Manufacturers (2012-2017)  
Table China Toys and Games Production by Type (2012-2017)  
Table China Toys and Games Market Share by Type (2012-2017)  
Table China Toys and Games Production by Application (2012-2017)  
Table China Toys and Games Market Share by Application (2012-2017)  
Table MATTEL Basic Information, Manufacturing Base, Production Area and Its Competitors  
Table MATTEL Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)  
Table MATTEL Toys and Games Market Share (2012-2017)  
Table HASBRO Basic Information, Manufacturing Base, Production Area and Its Competitors  
Table HASBRO Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)  
Table HASBRO Toys and Games Market Share (2012-2017)  
Table Fisher Price Basic Information, Manufacturing Base, Production Area and Its Competitors  
Table Fisher Price Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)  
Table Fisher Price Toys and Games Market Share (2012-2017)  
Table LEGO Basic Information, Manufacturing Base, Production Area and Its Competitors  
Table LEGO Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)  
Table LEGO Toys and Games Market Share (2012-2017)  
Table SIMBA Basic Information, Manufacturing Base, Production Area and Its Competitors



Table SIMBA Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table SIMBA Toys and Games Market Share (2012-2017)

Table Hape Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Hape Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table Hape Toys and Games Market Share (2012-2017)

Table Desney Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Desney Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table Desney Toys and Games Market Share (2012-2017)

Table Smoby Basic Information, Manufacturing Base, Production Area and Its Competitors

Table Smoby Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table Smoby Toys and Games Market Share (2012-2017)

Table MAJORETTE Basic Information, Manufacturing Base, Production Area and Its Competitors

Table MAJORETTE Toys and Games Production, Revenue, Price and Gross Margin (2012-2017)

Table MAJORETTE Toys and Games Market Share (2012-2017)

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 Global Toys and Games Production and Growth Rate Forecast (2017-2021)

Figure Global Toys and Games Revenue and Growth Rate Forecast (2017-2021)

Table Global Toys and Games Production Forecast by Type (2017-2021)

Table Global Toys and Games Consumption Forecast by Application (2017-2021)

Table China Toys and Games Production and Consumption Forecast by Regions (2017-2021)

## I would like to order

Product name: Global and China Toys and Games Market Research Report Forecast 2017-2021

Product link: <https://marketpublishers.com/r/G94D04DE360EN.html>

Price: US\$ 2,160.00 (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/G94D04DE360EN.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