

Toys and Games Market in China 2021

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Abstracts

Toys and games are found throughout the world and date back to early times. Playing with toys can be an enjoyable means of training young children for life experiences. According to StrategyHelix, the toys and games market in China is expected to increase by US\$ 42,165 million during 2021-2027, expanding at a CAGR of 9.8% during the forecast period. Awareness of the cognitive and intellectual benefits of outdoor and sports toys, influence of technology in promoting video games, rising demand for scientific and educational toys, continuously rising personnel disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toys and games. The China toys and games market is segmented on the basis of product, and distribution channel. Based on product, the toys and games market in China is categorized into traditional toys & games, electronic games. The traditional toys & games segment captured the largest share of the market in 2020. On the basis of distribution channel, the toys and games market in China has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment held the largest share of the China toys and games market in 2020 and is anticipated to hold its share during the forecast period.

The traditional toys & games market is further segmented into action figures & accessories, arts & crafts, baby & pre-school toys, construction toys, dolls & accessories, games & puzzles, outdoor & sports toys, vehicles & remote control, and others. According to the research, the construction toys segment had the largest share in the toys and games market in China. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. StrategyHelix research indicates that the electronic games software segment occupied the largest share of this market in 2020 and is expected to draw the highest demand in

coming years.

The China toys and games market is highly competitive. The toys and games market is dominated by key players, which are Activision Blizzard Inc., Beijing Pop Mart Cultural Creative Corp. Ltd., G-bits Network Technology (Xiamen) Co. Ltd., LEGO System A/S, miHoYo Co. Ltd., NetEase Inc., Nexon Co. Ltd., Perfect World Co. Ltd., Shanghai Yaoji Technology Co. Ltd., Smilegate Inc., Tencent Holdings Ltd., Wuhu Sanqi Interactive Entertainment Network Technology Group Co. Ltd., Youzu Interactive Co. Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toys and games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: traditional toys & games, electronic games

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the China toys and games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
Beijing Pop Mart Cultural Creative Corp., Ltd.
G-bits Network Technology (Xiamen) Co., Ltd.
LEGO System A/S
miHoYo Co., Ltd.
NetEase, Inc.
Nexon Co., Ltd.
Perfect World Co., Ltd.
Shanghai Yaoji Technology Co., Ltd.
Smilegate Inc.
Tencent Holdings Ltd.
Wuhu Sanqi Interactive Entertainment Network Technology Group Co., Ltd.
Youzu Interactive Co., Ltd.
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