

United States Toys Market, By Product Type (Outdoor and Sports Toys, Dolls, Vehicles Toys, Plush Toys, Others (Action Figures, Construction Toys, Games & Puzzles, etc.)), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others (Stationery Stores, Gift Shops, Kiosks, etc.) By Region, By Leading States, Competition, Forecast & Opportunities, 2027

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Abstracts

The United States toys market stood at USD22.50 billion in 2021 and is anticipated to grow at a CAGR of 4.13% in the forecast years to reach around USD28 billion by 2027. Improvement in expenditure capacity of consumers, high demand for toys among children, and availability of toys on online platforms are the primary factors driving the growth of the United States toys market in the next five years.

Market players are investing in developing interactive games and using innovative packaging techniques to lure children's attention. Development of toys differing from each other based on the age of children and mental capacity and interests is expected to bolster the sales of toys in the country. Also, the market players' adoption of attractive marketing strategies by using social media platforms and influencers to improve the brand's visibility is expected to be a significant driving factor for the United States toys market.

However, the rising popularity of online gaming among each age group is expected to restrain the market growth in the forecast period.

The United States toys market is segmented into product type, distribution channel, region, leading states, and company. Based on distribution channel, the market is divided into supermarkets/hypermarkets, specialty stores, online, and others. The others is further segmented into stationery stores, gift shops, and kiosks. Supermarkets/hypermarkets dominated the market in 2021 by holding a significant market share of 32.96% and are expected to maintain dominance throughout the forecast period. Ease of shopping and lucrative discounts on the purchase of different toys attract consumers to buy toys from supermarkets/hypermarkets. Also, the presence of a large number of toys under a single roof belonging to other brands makes it easier for consumers to make the right purchasing decision.

The Lego Group, Hasbro, Inc., Mattel, Inc., Spin Master, Inc., Funko, Inc., Jakks Pacific, Inc., VTech Holdings, and Tomy Company, Ltd., U.S. TOY Co., Inc., Manhattan Group LLC, are among the leading companies in the United States toys market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023–2027

Objective of the Study:

To analyze the historical growth in the market size of United States toys market from 2017 to 2021.

To estimate and forecast the market size of United States toys market from 2022 to 2027 and growth rate until 2027.

To classify and forecast United States toys market based on product type, distribution channel, region, leading states, and company.

To identify dominant region or segment in the United States toys market.

To identify drivers and challenges for United States toys market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in United States toys market.

To identify and analyze the profile of leading players operating in United States toys market.

To identify key sustainable strategies adopted by market players in United States toys market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers who could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of United States toys market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Toy manufacturing companies

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to toys market

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, the United States toys market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Toys Market, By Product Type:

Outdoor and Sports Toys

Dolls

Vehicles Toys

Plush

Others (Action Figures, Construction Toys, Games & Puzzles, etc.)

United States Toys Market, By Distribution channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others (Stationary Stores, Gift Shops, Kiosks, etc.)

United States Toys Market, By Region:

South

West

Mid-West

North-East

United States Toys Market, By Leading States:

California

Texas

New York

Illinois

Florida

Ohio

Pennsylvania

New Jersey

Georgia

North Carolina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United States toys market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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