

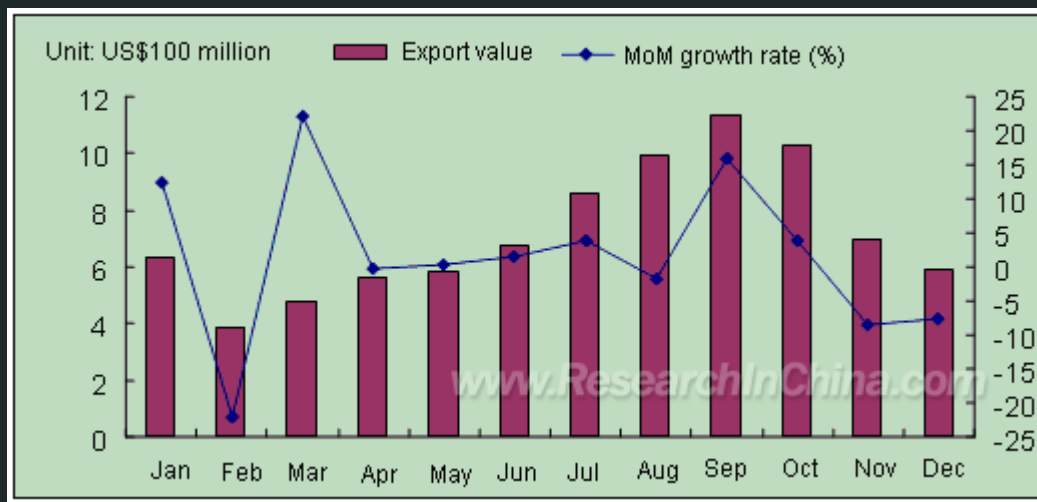
China Toy Industry Report, 2008



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.

China's Monthly Toy Export Value and MoM Growth (excluding game stations) in 2008



Source: General Administration of Customs

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.

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How to Buy

Product details			How to Order
Single user	USD	File	By email: report@researchinchina.com
	1,300	PDF	By fax: 86-10-82600829
	2,000	PDF	By online: www.researchinchina.com
Publication date: Mar. 2009			
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			