



**Global and China Toy Industry Report,
2010-2011**

July 2011

This report

- ◆ **Analyzes the toy market environment in China and worldwide.**
- ◆ **Focuses on sub-industries of toy industry**
- ◆ **Highlights on the key toy enterprises in China**

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Abstract

In 2010, the global toy sales achieved USD83.3 billion, up 4.7% YoY, wherein, the Asian toy market climbed to the world's second largest toy market with the strong growth of 9.2% on average. Meanwhile, influenced by fluctuations in the exchange rate, the European market dropped to the third place. Being as the largest toy market globally, followed by Japan, China, UK and France, the American market contributed the sales of USD21.9 billion in 2010.

In 2010, the export value of Chinese toys reached USD10.08 billion, up 29.4% from a year earlier. Compared to the YoY fall of 9.9% in 2009, the export value of toy industry witnessed substantial increase in China in 2010, which was beneficial from the gradual recovery of global economy as well as favorable factors such as implementation of economic policies in China and the re-stocking of foreign toy dealers, etc.

Export Value and Growth Rate of Toys Made in China, 2001-2010



In 2010, ten out of 11 categories of exported China-made toys, except toy electric train, experienced rapid growth; of which, the export value of animal toys registered USD1.665 billion, up 22.08% YoY; and that of intellectual toys and toy sets amounted to USD690 million and USD645 million, respectively, increasing by 33.4% and 28.58% from the previous year. In terms of the export ratio, the market shares occupied by traditional toys such as plush toys and plastic toys further shrank, while that of intellectual and electronic & electric toys constantly increased.

Facing the rising market demand, the capital demand of Chinese toy manufacturers keeps growing considerably. The enterprises have successfully sought financing by listing on the stock market in succession, such as Guangdong Alpha Animation and Culture Co., Ltd., Xing Hui Auto Model Co., Ltd., Goldlok Toys Holdings Co., Ltd., Guangdong Huawei Toys Craft Co., Ltd., and Guangdong Qunxing Toys Joint-Stock Co., Ltd. etc.

In Apr. 2011, Guangdong Qunxing Toys Joint-Stock Co., Ltd. raised RMB680 million from the IPO, over collected RMB420 million. Among the fundraising projects, the growth rates of newly increased capacity of child vehicle, electric vehicle and computer learning machine will see over 250%, 70% and 120%, respectively.

Aimed at illustrating the current and future development trend of toy industry in China, this report probes into the status quo of global and China's toy industry, related policies, market segments and operations of key toy enterprises.

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