



Global and China Toy Industry Report, 2012

Jan. 2013

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include China Toy & Juvenile Products Association, and National Bureau of Statistics of China etc.

Abstract

In recent years, impacted by the economic crisis and the structural adjustment of the toy market, the traditional markets such as Europe and the United States have witnessed falling sales revenue, and their proportion in the global toy sales has stabilized or even declined. Emerging markets, including ASEAN, the Middle East, Latin America and Eastern Europe, have strong demand, and they have gradually become the important destinations for China to export toys. The global toy sales grew to USD83.3 billion in 2011 from USD78.1 billion in 2007, with a CAGR of 1.62%.

The world's leading toy companies Mattel and Hasbro have already entered a relatively mature stage, while Chinese toy companies are embracing its growth period, with huge potentials.

Even with a bright prospect, Chinese toy companies should strengthen their R & D, marketing, and integration of cultural resources.

The report resolves around the followings.

- Development of the global toy market, major countries and the future trends;
- Status quo, operating indicators, competition pattern and export market of China toy industry, as well as the existing problems in the industry and suggestions;
- Toy-related industries, including plastics industry, animation industry

and gaming industry;

---Toy sub-industries, including plush toys, wooden toys, plastic toys, electronic toys, educational toys and adult toys;

---Operation, revenue structure and development strategy of five global toy producers and eight Chinese toy makers.

Contrast between Major Chinese Toy Manufacturers

Company	Development Model	Main Products	Development Strategy
Guangdong Alpha Animation and Culture Co., Ltd.	Combine Industry operation with animation creation	Animation toys, non-animation toys, animation film & TV works, animation graphic works	Build the whole industry chain of the animation industry
Xinghui Auto Model Co., Ltd.	Focus on the model car market, cultivate the car culture	Medium and high-end dynamic model cars	Enter the model Baby car market, create new growth engines
Goldlok Toys Holdings (Guangdong) Co., Ltd.	Export-oriented enterprise	Electric trains, robots, electric vehicles, wire control simulation aircrafts, girl toys, magnetic learning WordPad	Expand the emerging markets such as China, Latin America and Asia
Guangdong Qunxing Toys Joint-stock Co., Ltd.	Focus on baby carriages and computer learning machine, together with other electric toys	Baby carriages, computer learning machine, baby toys, electric cars, toy phones	Expand baby carriage business, foster revenue growth engines
Huawei Technology Co., Ltd.	Combine Industry operation with animation creation	Intelligent toys, plastic toys, model toys, cartoon toys	Build the domestic market with cartoon toys

Source : ResearchInChina 《Global and China Toy Industry Report, 2012》

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