China Toys and Games Industry Outlook to 2017- Advent of Mobile Online Games to Accelerate Market Growth

Description: The report titled “China Toys and Games Industry Outlook to 2017- Advent of Mobile Online Games to Accelerate Market Growth” provides a comprehensive analysis of the market size of China toys and games industry, market segmentation of toys, games, online games by different categories on the basis of revenue. The report also entails the market share and company profiles of major international and domestic players and retailers in toys market and online games market in China. The report also provides the major trends and developments of the toy and games industry in China over the years. Future analysis of this market in the country is provided on the basis of revenue over the next five years along with the analysis of all the segments of the market.

With the rising income levels and improvement in the quality of life, the demand for toys among the Chinese people have transformed. There is a shift from traditional, battery-operated toys, construction sets and decorative toys towards unique and innovative electronic toys, intelligent and educational toys as well as plush toys and decorative fabric toys. The key growth drivers of the online games market are increasing use of internet, growth in the number of broadband subscribers over the years, rising personal computer sales, growing advertisements revenues, growth in the number of mobile internet users, diversified products portfolio. The online gaming market in China has grown at a stupendous rate of 30.3% over the period 2007-2012.

Key Topics Covered in the Report:

- The market size of Domestic China Toys and Games Market, 2007-2012.
- Market segmentation of China toys and games by toys and games.
- Market segmentation of Toys market in China by Product Categories on the basis of revenue, 2007-2012
- Market segmentation of Games market by Online and Physical Games, 2007-2012
- Market Segmentation of Online Games by type of games, 2007-2012
- Market Segmentation of Online Games by age group, gender, genre, 2012
- Market Share of leading players in toys market in China by International Manufacturers, Domestic Manufacturers and Retailers, 2012
- Competitive Landscape of Leading players in toys market in China by International Manufacturers, Domestic Manufacturers and Retailers
- Market share of leading players in the Online Games market in China, 2012
- Company profiles of major players in China Online Games Market.
- Trends and developments in Toys and Games market in China.
- Future outlook and projections of the domestic toys market, toy exports, games market by online and physical games and categories of online games in China Toys and Games Market, 2013-2017

Contents:

1. China Toys and Games Market Introduction
2. China Toys and Games Market Size, 2007-2012
3. Toys and Games Market Segmentation, 2007-2012
   4.2. By Domestic Revenue, 2007-2012
   5.1.2. By Dolls Introduction and Market Size, 2007-2012
5.1.8.1. Action and Toy Figure Market Future Outlook and Projections, 2013-2017
5.1.9.1. DIY Toys Market Future Outlook and Projections, 2013-2017
5.1.11. By Games and Puzzles Introduction and Market Size, 2007-2012
5.2. By Age of Children, 2012
6. Government Regulations in China Toys Market
   - General Overview
   - General Trade Measures Affecting Toy Exports from China
7. China Toys Market Trends and Developments
   - Rising Popularity of Smart Toys
   - Focus on Educational and Developmental Toys
   - Advent of Multi-Media and Web-Compatible Toys
   - Inclination Towards Youth Electronics
   - Growing Demand for Sports-Like Toys
   - Escalating Demand for Collectables
   8.1. By International Manufacturers, 2012
   8.2. By Domestic Manufacturers, 2012
   8.3. By Retailers, 2012
   8.4. By Distribution Channels, 2012
9. Competitive Landscape of Major Players in China Toys Market
   9.1. By Leading International Toy Manufacturers
   9.2. By Leading Domestic Toy Manufacturers
      - Guangdong Alpha Animation and Culture Co. Ltd.
      - Xinghui Auto Model Co. Ltd.
      - Goldlok Toys Holdings (Guangdong) Ltd.
      - Lung Cheong International Holdings Limited
      - Jiangsu Goodbaby Group
   9.3. By Leading Toy Retailers
      - Toys R Us
      - Walmart
      - Carrefour
   12.1. By Online and Physical Games, 2007-2012
   12.1.2. Online Games Market Segmentation, 2007-2012
      12.1.2.1. By Client Games (MMORPG), 2007-2012
      12.1.2.2. By Client Games (Others), 2007-2012
      12.1.2.3. By Web Games, 2007-2012
   12.1.2.4. By Mobile Games, 2010-2012
   12.2. By Business Models, 2012
12.3. By Age Group of Online Gamers, 2012
12.4. By Gender of Online Gamers, 2012
12.5. By Genre of Online Games, 2012

13. Piracy and Counterfeiting in Toys and Games Market in China

14. China Games Market Trends and Developments
   - Mounting Popularity of Mobile Games
   - Social Games Targeting Niche Audiences

15. Government Regulations in China Games Market

16. Licensing Requirements in China Games Market


   18.1. Tencent
      18.1.1. Company Overview
      18.1.2. Business Strategy
         - Focus on Research and Development
         - Geographic Expansion Strategy
         - Strategic Relationship to Bring Call of Duty Online to China
         - Focus on Mobile Gaming
   18.2. Netease
      18.2.1. Company Overview
      18.2.2. Business Strategy
         - Focus on Brand Building
         - Focus on Development of Core Game
   18.3. Shanda
      18.3.1. Company Overview
      18.3.2. Business Strategy
         - Focus on Mobile Games
         - Game Portfolio Expansion Strategy
   18.3.3. Key Operation Metrics
   18.4. Changyou
      18.4.1. Company Overview
      18.4.2. Business Strategy
         - Regular Updation Strategy
         - Focus on Diversifying Game Portfolio
         - Focus on Mobile and Social Gaming
   18.4.3. Key Operation Metrics
   18.5. Perfect World
      18.5.1. Company Overview
      18.5.2. Business Strategy
         - Focus On Technological Advancements
         - Alliance Strategy

   19.2. By Type of Online Games, 2013-2017

20. Upcoming Toys and Games Events in China


22. Appendix
   22.1. Market Definitions
   22.2. Abbreviations
22.3. Research Methodology
- Data Collection Methods
- Approach
- Variables (Dependent and Independent)
- Multi Factor Based Sensitivity Model
- Final Conclusion
22.4. Disclaimer

LIST OF FIGURES

Figure 1: China Toys and Games Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 2: China Toys Market on the Basis of Brand Recognition in Percentage (%), 2012
Figure 3: China Toys and Games Market Segmentation on the Basis of Contribution in Percentage (%), 2007-2012
Figure 4: Reasons for Purchasing Toys in China, 2012
Figure 5: China Toys Market Exports on the Basis of Revenue in USD Million, 2007-2012
Figure 6: China Toys Domestic Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 7: China Construction and Building Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 8: China Construction and Building Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 9: China Dolls Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 10: China Dolls Market by Famous Brands, 2012
Figure 11: China Dolls Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 12: China Baby and Infant Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 13: China Baby and Infant Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 14: China Sports and Outdoor Play Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 15: China Sports and Outdoor Play Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 16: China Remote Controlled Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 17: China Remote Controlled Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 18: China Electronic Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 19: China Electronic Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 20: China Plush Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 21: China Plush Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 22: China Action and Toy Figures Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 23: China Action and Toy Figures Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 24: China Do It Yourself Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 25: China Do It Yourself Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 26: China Hobby Model/Vehicles Toys Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 27: China Hobby Model/ Vehicle Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 28: China Games and Puzzles Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 29: China Games and Puzzles Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 30: Market Share of Leading International Toys Manufacturers in China in Percentage (%), 2012
Figure 31: Market Share of Major Domestic Toys Manufacturers in China in Percentage (%), 2012
Figure 32: Market Share of Major Toys Retailers in China Toys in Percentage (%), 2012
Figure 33: Market Shares of China Toys Market by Distribution Channels, 2012
Figure 34: China Domestic Toys Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 35: China Toys Exports Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 36: China Games Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 37: China Toys Market Segmentation by Online and Physical Games on the Basis of Contribution in Percentage (%), 2007-2012
Figure 38: China Online Games Advertisement Expenditure in USD Million, 2008-2012
Figure 39: Number of Online Gamers in China, 2011 and 2012
Figure 40: China Online Games Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 41: China Client Games (MMORPG) Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 42: China Client Games (Others) Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 43: China Web Games Market Size on the Basis of Revenue in USD Million, 2007-2012
Figure 44: China Mobile Games Market Size on the Basis of Revenue in USD Million, 2010-2012
Figure 45: China Online Games Market Segmentation by Business Models on the Basis of Contribution in Percentage (%), 2012
Figure 46: China Online Games Market Segmentation by Age Group of Gamers on the Basis of Contribution in Percentage, 2012
Figure 47: China Online Games Market Segmentation by Gender of Gamers on the Basis of Contribution in Percentage (%), 2012
Figure 48: China Online Games Market Segmentation by Genre on the Basis of Contribution in Percentage (%), 2012
Figure 49: China Mobile Phone Internet Users in Millions, 2007-2012
Figure 50: China Number of Social Networking Sites Users in Millions, 2011-2012
Figure 51: China Games Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Figure 52: China Online and Physical Games Future Projections on the Basis of Contribution in Percentage (%), 2013-2017
Figure 53: China Online Games Future Projections by Client Games (MMORPG), Client Games (Others), Web Games and Mobile Games on the Basis of Contribution in Percentage (%), 2013-2017
Figure 54: China Population in Million, 2007-2017
Figure 55: China Personal Disposable Income Per Capita in USD, 2007-2017
Figure 56: China Consumer Price Index in Numbers, 2007-2017
Figure 57: China Internet Penetration Rate in Percentage (%), 2007-2012
Figure 58: China Internet Users in Million, 2007-2017

LIST OF TABLES

Table 1: Per Capita Spending on Toys of the Households in US, Europe and China in USD, 2012
Table 2: China Toys and Games Market Segmentation on the Basis of Revenue in USD Million, 2007-2012
Table 3: China Major Toy Manufacturing Areas by Products Categories
Table 4: China Toy Exports Market Segmentation by States on the Basis of Contribution in Percentage (%), 2009 and 2012
Table 5: China Toys Market Segmentation by Categories on the Basis of Contribution in Percentage (%), 2007-2012
Table 6: China Toys Market Segmentation by Categories on the Basis of Revenue in USD Million, 2007-2012
Table 7: China Construction and Building Toys Brands Consumption in Percentage (%), 2012
Table 8: China Popular Electronic Toys for Children by Age groups and Description
Table 9: China Toys Consumption by Product Categories on the Basis of Age Groups, 2012
Table 10: Competitive Landscape of Major International Manufacturers in China Toys Market
Table 11: China Toys Market Segmentation by Online and Physical Games on the Basis of Revenue in USD Million, 2007-2012
Table 12: China Online Games Market Segmentation by Client Games (MMORPG), Client Games (Others), Web Games and Mobile Games on the Basis of Contribution in Percentage (%), 2007-2012
Table 13: China Online Games Market Segmentation by Client Games (MMORPG), Client Games (Others), Web Games and Mobile Games on the Basis of Revenue in USD Million, 2007-2012
Table 14: China Online Games Market Segmentation by Business Models on the Basis of Revenue in USD Million, 2012
Table 15: Social Games in China by Description, 2012
Table 16: China Games Market License and Regulations with Description
Table 17: Market Share of Major Players in China Online Games Market in Percentage, 2012
Table 18: Tencent's ACGs by Genre and Charging Model
Table 19: Tencent's MMOGs by Description and Charging Model
Table 20: Netease Self Developed Games by Charging Models and Features
Table 21: Netease Licensed Online Games from Blizzard Entertainment by Launch Date
Table 22: Shanda's MMORPGs by Genre
Table 23: Shanda's ACGs by Genre
Table 24: Shanda Key Operation Metrics of MMO Games, Q2-2011-Q12013
Table 25: Shanda Key Operation Metrics of Mobile Games, Q3-2012-Q12013
Table 26: Changyou New Launches by Category
Table 27: Changyou Games by Features
Table 28: Changyou Key Operation Metrics of MMO Games, Q12012-Q1-2013
Table 29: Changyou Key Operation Metrics of Web Games, Q12012-Q1-2013
Table 30: Perfect World Games by Features
Table 31: China Online and Physical Games Market Future Projections on the Basis of Revenue in USD Million, 2013-2017
Table 32: China Online Games Future Outlook by Client Games (MMORPG), Client Games (Others), Web Games and Mobile Games on the Basis of Revenue in USD Million, 2013-2017
Table 33: Upcoming Toys and Games Events in China by Name, Date, Venue and Description
Table 34: Correlation Matrix of China Toys and Games Market
Table 35: Regression Coefficients Output

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