Toys and Games Market 2015-2019

Description: Market analysis of toys and games

The market research analyst predicts the global toys and games market to grow at a CAGR of 5% during the forecast period. The rise in disposable income and the growth of online sales are the primary drivers of the growth of this market. Many international and local vendors sell toys and games through e-retailing that helps in promotion of their brands. The prices offered to a customer are often lower online due to the reduction in overhead costs. For instance, during 2012, the online sales of toys and games accounted for 13% of the total online retail sales in North America.

The rising demand for eco-friendly toys is also expected to boost the market growth during the forecast period. Eco-friendly toys are made from the materials like wood, cardboard, and organic cotton. For instance, Green Toys make their products from recyclable plastic milk bottles. The company also tied up with Walmart to sell their toys, as it was the most preferred shopping venue for the customers.

Product segmentation and analysis of the toys and games market

- Plush toys
- Infant/pre-school toys
- Activity toys
- Dolls
- Games and puzzles
- Ride-on

Plush toys dominated the market during 2014 with a market share of around 23% and is expected to reach a market value of around USD 24 billion by the end of 2019. These toys are made of soft raw materials such as terrycloth and are used as comfort objects. Moreover, these toys are used for decorating or gifting on special occasions such as birthdays or Valentine's Day.

Segmentation by distribution channel and analysis of the toys and games market

- Specialty stores
- Hypermarkets/supermarkets
- Department stores
- E-retailers
- General retailers

Specialty stores accounted for 47% of the distribution market during 2014. These stores include independent retail stores that exclusively offer products in a single category and sell branded toys and games. For instance, Toys “R” Us is a specialty store that provides toys and games in the US.

Geographical segmentation and analysis of the toys and games market

- Americas
- APAC
- EMEA

The Americas accounted for the largest market share of around 44% during 2014. The report predicts this region to maintain its market dominance until the end of 2019, growing at a rate of 4%. The promotion and discounting of toys and games is the major factor for the growth of the market in this region. Lego is a leading player in the toys and games market in Brazil, and the company focuses mainly on construction toys.

Competitive landscape and key vendors

The global toys and games market is highly fragmented and includes numerous big and small vendors and large retail chains. The vendors in this market compete on the basis of product differentiation, price, brand loyalty, easy availability of products, and technology.
The key vendors in the market are

Hasbro
Lego
Ravensburger
Tomy Co
Mattel

Other vendors in the market include Funtastic, JAKKS Pacific, Lansay France, LeapFrog Enterprises, Vivid Imaginations, Toy Quest, Playmates Toys, MGA Entertainment, and Kids II.

Key questions answered in the report include
- What will the market size and the growth rate be in 2019?
- What are the key factors driving the global toys and games market?
- What are the key Market trends impacting the growth of the global toys and games market?
- What are the challenges to market growth?
- Who are the key vendors in the toys and games market?
- What are the market opportunities and threats faced by the vendors in the toys and games market?
- Trending factors influencing the market shares of the Americas, APAC, and EMEA?
- What are the key outcomes of the five forces analysis of the global toys and games market?

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