

Traditional Toys and Games in China

Market Direction | 2023-05-26 | 19 pages | Euromonitor

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Report description:

In 2022, traditional toys and games in China was unable to continue the growth momentum seen in 2021, and instead registered a significant decrease in overall current value sales. This can be attributed to a couple of interrelated factors. First and foremost, the sporadic yet widespread emergence of COVID-19 cases in most parts of China, and the stringent pandemic prevention measures, which often included harsh restrictions on the flow of people, as well as commodities, were major deterrents to...

Euromonitor International's Traditional Toys and Games in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Traditional Toys and Games market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
May 2023

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Dolls and accessories, and construction remain strong despite overall underperformance in 2022

Lego maintains its lead, but Pop Mart's track record of growth interrupted

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Easing of pandemic prevention measures set to fuel strong rebound

Innovations in IP localisation key to sustained growth

Rethinking channel priorities will become crucial as online penetration grows rapidly

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