

Toys and Games in China: ISIC 3694

Passport Industrial | 2023-10-25 | 26 pages | Euromonitor

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Report description:

PPI

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Toys and Games market at a national level. It provides the latest retail sales data, 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Figure Toys, Table and Other Non-video Games, Trains and Construction Sets, Video Game Consoles.

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

Why buy this report?

- * Get a detailed picture of the 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.

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Table of Contents:

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List Of Contents And Tables

TOYS AND GAMES IN CHINA: ISIC 3694

HEADLINES

INDUSTRY OVERVIEW

CHART 1 Key Industry's Indicators 2017-2027

PRODUCTION SCORECARD

Summary 1 Scorecard of Production Pillar 2017-2027

CHART 2 Production Value Regional Comparison 2022

CHART 3 Production Value per Capita Regional Comparison 2022

CHART 4 Production Value Growth Regional Comparison 2017-2027

CHART 5 Future and Absolute Growth of Production Value Regional Comparison 2022-2027

CHART 6 Production Value 2017-2027

CHART 7 Production Value per Employee 2017-2022

CHART 8 Exports 2017-2022

CHART 9 Exports Regional Comparison 2022

INDUSTRY'S GROWTH DRIVERS

Summary 2 Key Buyer Industries in China 2017-2027

Summary 3 Key Supplier Industries in China 2017-2027

CHART 10 External Demand Factors

CHART 11 Top Industry's Suppliers and Buyers

COST STRUCTURE

CHART 12 Cost Structure Comparison 2022

CHART 13 Cost Structure 2017-2022

CHART 14 B2B Costs and Growth 2022, USD million

CHART 15 Profit and Profit Margin 2017-2022

CHART 16 Average Salary 2017-2022

CHART 17 Labour Costs and Employee Productivity Comparison 2017-2022

FIRMOGRAPHICS

CHART 18 Number of Companies by Size 2017/2022

CHART 19 Competitive Landscape Structure by Company Size 2017/2022

CHART 20 Top Companies' Ranking 2017-2022 and % of Production Value 2022

MARKET OVERVIEW

CONSUMPTION SCORECARD

Summary 4 Scorecard of Consumption 2017-2022

CHART 21 Market Size Regional Comparison 2022

CHART 22 Market Size per Capita Regional Comparison 2022

CHART 23 Market Size Growth Regional Comparison 2017-2022

CHART 24 Market Size Absolute and Average Historic Growth Regional Comparison 2017-2022

CHART 25 Market Structure by Buyer 2017-2022

CHART 26 B2B Buyers and Growth 2022, USD million

CHART 27 Market Structure 2017-2022

CHART 28 Imports 2017-2022

CHART 29 □Imports Regional Comparison 2022

ATTRACTIVENESS INDEX

CHART 30 □Attractiveness Index in Selected Industries 2022

CHART 31 □Toys and Games Attractiveness Index Comparison Across All Industries 2022

CHART 32 □Attractiveness Index Methodology

ECONOMIC CONTEXT AND LABOUR MARKET

Summary 5 Economic Context and Labour Market 2022-2027

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