

## **China Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-13 | 45 pages | MarketLine

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### **Report description:**

China Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Toys & Games Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The Chinese toys & games market had total revenues of \$23,431.0 million in 2022, representing a compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.
- China's rising inflation in 2022 has caused customers to tighten their purse strings, leading to a slowdown in the toys & games market. For instance, according to in-house research, in 2022, the inflation rate in China was 2.0%.
- Chinese toys & games had the highest share of 56.3% in the Asia-Pacific region in 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail

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market in China

- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China toys & games retail market with five year forecasts

Reasons to Buy

- What was the size of the China toys & games retail market by value in 2022?
- What will be the size of the China toys & games retail market in 2027?
- What factors are affecting the strength of competition in the China toys & games retail market?
- How has the market performed over the last five years?
- What are the main segments that make up China's toys & games retail market?

## **Table of Contents:**

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Geography segmentation

1.4. Market rivalry

1.5. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Geography segmentation

4.2. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. What are the strengths of the leading players?

8 Company Profiles

8.1. Toys R Us Asia Ltd

8.2. Alibaba Group Holding Limited

8.3. JD.com Inc

8.4. Walmart Inc

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## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. Related MarketLine research

### 10.4. About MarketLine

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