Development Trend and Investment Prospect of China Toy Market, 2014-2018

(Sample)

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Publication Date: June 2014
3. Current Status of Toy Market in China

3.2 Supply & Demand Analysis

The output value of toy industry in 2013 was about CNY 130.764 billion, up 15.72% over last year, and the major business revenue reached CNY 166.44 billion, with year-on-year rises of 14.3%, the net profits were CNY 8.33 billion, with year-on-year growth of 27.0%, and the total taxation expenses were CNY 4.38 billion, with year-on-year rises of 22.7%.

From January to March of 2014, the sales-output ratio of toy industry was 96.6%, dropping by 1.1 percentage points compared that of the same period of 2013, and the total export delivery value during that period was CNY 16.39 billion, dropping by 1.2% over last year.

From January to March of 2014, the main business revenue of toy industry was CNY 35.98 billion, up 15.7% compared that of the same period of last year, and the total profits were CNY 1.15 billion, with accumulative year-on-year rises of 16.1%, and the taxation expenses were CNY 970 million, with accumulative year-on-year growth of 25.1%.

Fig. 6 Revenue and Profits of Toy Manufacturing Industry in China, 2010-2014
3.3 Competitive Landscape

Though China is a major toy manufacturing and export country, the domestic market almost has been taken up by foreign brands. Among the top ten toy brands in Chinese market, the top two are foreign ones, they are Lego and Mattel, and six out of those ten enterprises are foreign-owned subsidies in China.

There are about 30,000 plus kinds of toys in China’s toy market. And they can be classified into electronic toys, machine model toys, plastic toys, wooden toys, etc. As people’s living standard and the awareness of the importance of early education improve day by day, according to relevant statistics, now the consumption groups of traditional toys, educational toys, and DIY toys each accounts for 55%, 25% and 20% respectively, besides, the market share of educational toys has increased from 10% of four years ago to 25% by far.

The most important production and export bases of toys in China are concentrated in Guangdong, Jiangsu, Shanghai, Shandong, Zhejiang and Fujian, etc, in which, Guangdong and Fujian bases are specialized in electronic and plastic toys, Jiangsu and Shanghai are stuffed toys, and Zhejiang is wooden toys.

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