Research and Development Trend of China Toy Industry, 2013


London (PRWEB) October 30, 2013 -- Research and Development Trend of China Toy Industry, 2013, firstly makes the comparison of the toy industry’s development in China, USA and Japan, mainly revealing the differences in the three countries’ toy industry’s development and the shortcomings in China’s toy industry; secondly, it makes the deep analysis of Chinese market’s development in the toy industry, involving the toy industry’s status quo, cooperation with cultural industries, existing difficulties, consumer composition, competitive pattern and other aspects; thirdly it makes the specific analysis of the industry cluster and export; finally, it makes the analysis of the major domestic and foreign enterprises of toy industry and makes the professional analysis of opportunities and challenges faced by the industry in the future, which can provide the decisive references for the investment in the toy industry.

For 2012, it is a year full of challenges and opportunities for China’s toy industry. On the one hand, the toy industry faces the pressure caused by the fluctuations of raw materials prices and exchange rate, the rising of labor cost and the continuous depressed overseas demand caused by the European and American debt crisis. On the other hand, it faces the huge development opportunities brought by the rapid rising of the foreign emerging markets and the continuous upgrading of the domestic consumption market.

Taking the advantage of the raw materials and labor cost, China has become the world largest manufacturer and exporter of toys. In 2012, the export of China’s toys slowed slightly, the export amount reaching 11.45 billion USD, up 5.8% compared with 2011. The export market of China’s toys shows the characteristics of focusing on OEM (original equipment manufacturer), low proportion of high creative products, excessive concentration of export markets and the added-profit reduction of export cost.

According to Huidian Research, the emerging consumption demand brought by the changes of lifestyle and consumption upgrading will promote the rapid development of related industries. Under such background, the toy industry has broad development prospects and especially, the progress of the urbanization construction and the plan to double the wages will inevitably spur the rapid development of the mass consumer goods and become the continuous motivation to promote the toy products to release the market demand, which will be the opportunity for the future development of China’s toy industry.

Please note: The report is Chinese version. It will provide the English version in two business days.

1. Overview of Toy Manufacturing Industry
   1.1 Definition
   1.2 Categories
   1.3 Value Chain of the Toy Industry

2. Development Comparison of USA, Japan and China’s Toy Industry
   2.1 Focused Analysis in the Whole Production Process
   2.2 Innovation Capacity Comparison
   2.3 Cooperation with Cultural Industries and Industrial Chain Expansion
   2.4 Consumer Composition Comparison
2.5 Development Comparison of Domestic Market and International Market
2.6 Comparison of Sales System Construction

3. Development Trends of China’s Toy Industry
3.1 Status Quo
3.2 Cooperation with Cultural Industries
3.3 Existing Difficulties
3.4 Consumer Composition of Toy Market
3.5 Competitive Pattern and Future Development Trends
   3.5.1 Competitive Pattern of the International Toy Industry
   3.5.2 Competitive Pattern of the Domestic Toy Industry
   3.5.3 Development Trends

4. Status Quo and Characteristics of China’s Toy Industry Cluster
4.1 Status Quo
4.2 Common Characteristics
4.3 Development Orientation

5. Specific Analysis and Countermeasures of China’s Toy Export Market
5.1 Growth
5.2 Characteristics
5.3 Existing Problems and Countermeasures
   5.3.1 Existing Problems
   5.3.2 Countermeasures of Export Expansion

6. Major Foreign Toy Enterprises
6.1 Mattel, Inc.
   6.1.1 Company Profile
   6.1.2 Operation State
   6.1.3 Development Strategies
6.2 LEGO Group
   6.2.1 Company Profile
   6.2.2 Operation State
   6.2.3 Development Strategies
6.3 Nintendo Co., Ltd.
   6.3.1 Company Profile
   6.3.2 Operation State
   6.3.3 Development Trends in 2013
6.4 Dream International Limited
   6.4.1 Company Profile
   6.4.2 Review and Outlook of Business Development
   6.4.3 Operation State
   6.4.4 Development Strategies

7. Major China’s Toy Enterprises
7.1 Hong Kong Playmates Co., Ltd.
   7.1.1 Company profile
7.1.2 Operation State
7.1.3 Future Development Strategies
7.2 Guangdong Alpha Animation and Culture Co., Ltd.
7.2.1 Company profile
7.2.2 Business Performance
7.2.3 Development Strategies
7.3 Xinghui Auto Model Co., Ltd.
7.3.1 Company Profile
7.3.2 Expansion of Marketing Channels
7.3.3 Economy Indicators
7.3.4 Development Strategies
7.4 Goldlok Toys Holdings (Guangdong) Co., Ltd.
7.4.1 Company Profile
7.4.2 Operation State
7.4.3 Competitiveness
7.4.4 Development Strategies
7.5 Guangdong Huawei Toys Craft Co., Ltd.
7.5.1 Company Profile
7.5.2 Review of Business Development, 2012
7.5.3 Operation Indicators
7.5.4 Competitiveness

8. Opportunities and Challenges of China’s Toy Industry
8.1 National Policies’ Support Creating a good Environment for the Development of the Toy Industry
8.2 Domestic Consumption Model Promoting the Development of the Toy Industry
8.3 Technical Barriers of Developed Countries Limiting the Development of the Toy Trade

Companies Mentioned

Mattel, Inc.
LEGO Group
Nintendo Co., Ltd.
Dream International Limited
Hong Kong Playmates Co., Ltd.
Guangdong Alpha Animation and Culture Co., Ltd.
Xinghui Auto Model Co., Ltd.
Goldlok Toys Holdings (Guangdong) Co., Ltd.
Guangdong Huawei Toys Craft Co., Ltd.

Read the full report:

Research and Development Trend of China Toy Industry, 2013
http://www.reportbuyer.com/business_government/misc_business_services/research_development_trend_china_toy

For more information:
Sarah Smith
Research Advisor at Reportbuyer.com
Email: query@reportbuyer.com
Tel: +44 208 816 85 48
Website: http://www.reportbuyer.com/
Contact Information
Sarah Smith
Research Advisor at Reportbuyer.com
+44 208 816 85 48

Online Web 2.0 Version
You can read the online version of this press release here.