

# Toys & Games: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Toys & Games Global Market 2016  
Analysis and Forecast to 2021*

PUNE, INDIA, November 18, 2016  
/EINPresswire.com/ -- Summary  
Global [Toys & Games](#) industry profile  
provides top-line qualitative and  
quantitative summary information  
including

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Norah Trent Partner Relations & Marketing Manager

✉ [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

☎ Ph: +1-646-845-9349 (US) Ph: +44 208 133 9349 (UK)

🌐 <https://www.linkedin.com/company/4828928>

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## Key Findings

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the global toys & games market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global toys & games market
- Leading company profiles reveal details of key toys & games market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global toys & games market with five year forecasts

## Synopsis

Essential resource for top-line data and analysis covering the global toys & games market. Includes market size data, textual and graphical analysis of market growth trends and leading companies.

## Reasons to Buy

- What was the size of the global toys & games market by value in 2015?
- What will be the size of the global toys & games market in 2020?
- What factors are affecting the strength of competition in the global toys & games market?
- How has the market performed over the last five years?
- How large is the global toys & games market in relation to its regional counterparts?

## 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. Any currency conversions used in the creation of this report have been calculated using constant 2015 annual average exchange rates.

The global toys & games market had total revenues of \$92,011.5m in 2015, representing a compound

annual growth rate (CAGR) of 4.7% between 2011 and 2015.

Other specialist retailers account for the largest proportion of sales in the global toys & games market in 2015. Sales through this channel generated \$43,605.2m, equivalent to 47.4% of the market's overall value.

The market is driven to some extent by licensed toys linked to film and TV franchises. 2015 was a strong year as Disney's Frozen continued to drive sales of toys and the release of Stars Wars

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Get in touch:

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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