

# Toys & Games Industry Market 2016 Share, Trend, Segmentation and Forecast 2016

PUNE, MAHARASHTRA, INDIA, April 11, 2017 /EINPresswire.com/ --

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## Summary

Global Toys & Games industry profile provides top-line qualitative and quantitative summary information including

## 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

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## 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.

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## Key points 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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