

Benefit from a rapid increase in toy and games output in mainland China



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Toys and games suppliers in China foresee a difficult year ahead, with both internal and external pressures hampering export growth.

Shipments during the 10 months from January 2011 were valued at \$9.1 billion, only 8 percent higher than the previous corresponding period. Annual figures are projected to peak at \$11 billion, rising 10 percent YoY. The rate of increase, which reached 30 percent in 2010, is significantly lower.

Sluggish overseas sales are predicted to continue in coming months, especially as many countries in the West have not yet rebounded from the debt crisis. Despite the bleak outlook, businesses will carry on with product improvement efforts. This is not only to attract orders but also to meet stricter safety standards.

This report covers the major products of China's toys and games industry, namely action figures, dolls and accessories, puppets, arts and crafts, play vehicles, and stuffed, outdoor, sports, electronic, infant, educational and developmental toys.

What you'll get:

- ✓ In-depth profiles of 26 verified suppliers with a comprehensive look at their manufacturing and export capability, product and market focus, verified contact details, and more
- ✓ 73 full-color images that depict popular toys and games export models, with detailed product descriptions and minimum order requirements
- ✓ Verified supplier contact details of an additional 10 exporters, including names, e-mails, telephone numbers and websites
- ✓ Supplier information in tabular format to help you compare companies at a glance
- ✓ Results of the custom-designed supplier survey, which forecasts industry trends for the next 12 months
- ✓ An extensive overview of the industry discussing the main challenges facing suppliers
- ✓ An in-depth examination of the supplier base highlighting key characteristics of the different types of companies
- ✓ Details of the primary production centers
- ✓ An update of the latest trends in design, R&D, materials and components
- ✓ A review of the key factors that influence the price and quality of low-end, midrange and high-end products
- ✓ Comprehensive pricing tables featuring export price ranges

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