

2013Q2 the United States Toy Market Analysis Report

2013.11



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd .

Contents

1. The United States Toy Industry Imports from 2010 to 2012	5
1.1. The United States Toy Industry Imports from 2010 to 2012	5
1.1.1. The United States Toy Import Value Annual Trend from 2010 to 2012	5
1.1.2. The United States Toy Import Value Monthly Trend from 2010 to 2012	6
1.1.3. The United States Toy Major Sourcing Countries/Regions from 2010 to 2012.....	6
1.1.4. The United States Toy Major Sourcing Countries/Regions Market Share Trend from 2010 to 2012.....	7
1.2. The United States Toy Industry Imports from Jan. to June of 2013	8
1.2.1. The United States Toy Import Value from Jan. to June of 2013.....	8
1.2.2. The United States Toy Major Sourcing Countries/Regions from Jan. to June of 2013	9
2. Representative Product Analysis of Toy Imported from China to the United States from Jan. to June of 2013	10
2.1. The United States Imports of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage from China from Jan. to June of 2010-2013	11
2.1.1. The United States Import Volume Annual Trend of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage from China from Jan. to June of 2010-2013	11
2.1.2. The United States Import Value Annual Trend of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage from China from Jan. to June of 2010-2013	12
2.2. The United States Imports of Pet Toys from China from Jan. to June of 2010-2013	13
2.2.1. The United States Import Volume Annual Trend of Pet Toys from China from Jan. to June of 2010-2013	13
2.2.2. The United States Import Value Annual Trend of Pet Toys from China from Jan. to June of 2010-2013	14
2.3. The United States Imports of Doll from China from Jan. to June of 2010-2013.....	15
2.3.1. The United States Import Volume Annual Trend of Doll from China from Jan. to June of 2010-2013.....	15
2.3.2. The United States Import Value Annual Trend of Doll from China from Jan. to June of 2010-2013	16
2.4. The United States Imports of Electric Trains from China from Jan. to June of 2010-2013	17
2.4.1. The United States Import Volume Annual Trend of Electric Trains from China from Jan. to June of 2010-2013.....	17
2.4.2. The United States Import Value Annual Trend of Electric Trains from China from Jan. to June of 2010-2013	18

Contents

2.5. The United States Imports of Reduced-Size Outfits Model Assembly from China from Jan. to June of 2010-2013	19
2.5.1. The United States Import Volume Annual Trend of Reduced-Size Outfits Model Assembly from China from Jan. to June of 2010-2013.....	19
2.5.2. The United States Import Value Annual Trend of Reduced-Size Outfits Model Assembly from China from Jan. to June of 2010-2013.....	20
2.6. The United States Imports of other Construction Sets and Constructional Toys from China from Jan. to June of 2010-2013.....	21
2.6.1. The United States Import Volume Annual Trend of other Construction Sets and Constructional Toys from China from Jan. to June of 2010-2013	21
2.6.2. The United States Import Value Annual Trend of other Construction Sets and Constructional Toys from China from Jan. to June of 2010-2013	22
2.7. The United States Imports of Toy Musical Instruments and Apparatus from China from Jan. to June of 2010-2013	23
2.7.1. The United States Import Volume Annual Trend of Toy Musical Instruments and Apparatus from China from Jan. to June of 2010-2013.....	23
2.7.2. The United States Import Value Annual Trend of Toy Musical Instruments and Apparatus from China from Jan. to June of 2010-2013.....	24
2.8. The United States Imports of Puzzles from China from Jan. to June of 2010-2013	25
2.8.1. The United States Import Volume Annual Trend of Puzzles from China from Jan. to June of 2010-2013..	25
2.8.2. The United States Import Value Annual Trend of Puzzles from China from Jan. to June of 2010-2013.....	26
2.9. The United States Imports of Put up in Sets or Outfits from China from Jan. to June of 2010-2013 ..	27
2.9.1. The United States Import Volume Annual Trend of Put up in Sets or Outfits from China from Jan. to June of 2010-2013	27
2.9.2. The United States Import Value Annual Trend of Put up in Sets or Outfits from China from Jan. to June of 2010-2013	28

Contents

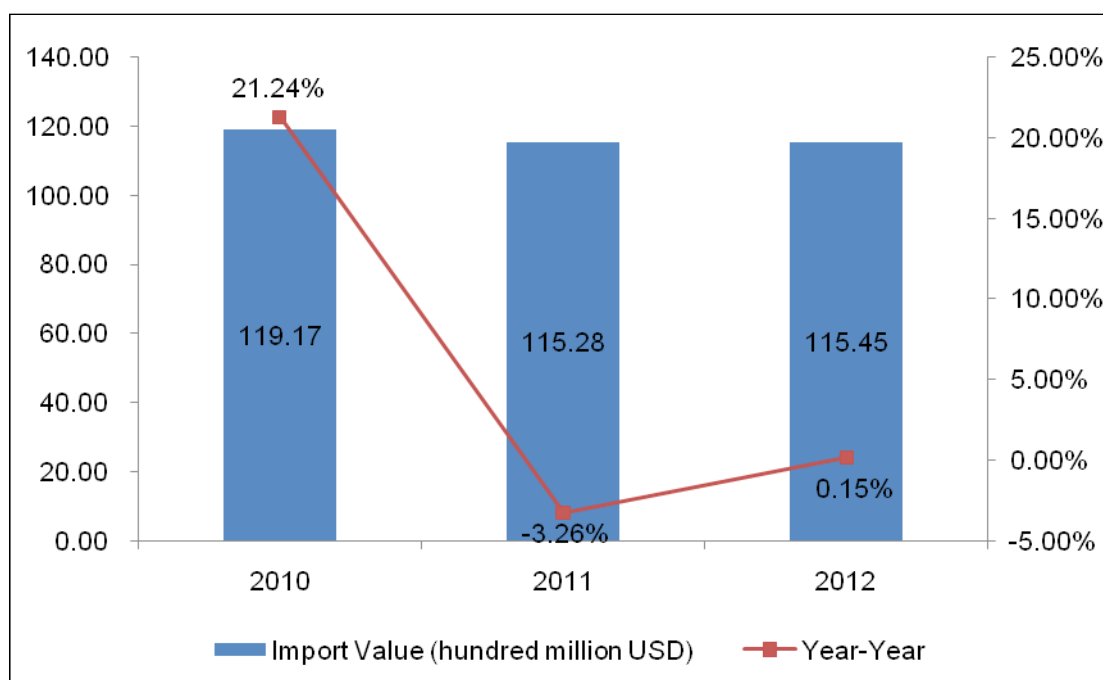
2.10. The United States Imports of Other Toys and Models Incorporating a Motor from China from Jan. to June of 2010-2013.....	29
2.10.1. The United States Import Volume Annual Trend of Other Toys and Models Incorporating a Motor from China from Jan. to June of 2010-2013	29
2.10.2. The United States Import Value Annual Trend of Other Toys and Models Incorporating a Motor from China from Jan. to June of 2010-2013.....	30
2.11. The United States Imports of Other Toys Not Elsewhere Specified or Included from China from Jan. to June of 2010-2013.....	31
2.11.1. The United States Import Volume Annual Trend of Other Toys Not Elsewhere Specified or Included from China from Jan. to June of 2010-2013	31
2.11.2. The United States Import Value Annual Trend of Other Toys Not Elsewhere Specified or Included from China from Jan. to June of 2010-2013	32
2.12. The United States Imports of Parts and Accessories from China from Jan. to June of 2010-2013	33
2.12.1. The United States Import Volume Annual Trend of Parts and Accessories from China from Jan. to June of 2010-2013	33
2.12.2. The United States Import Value Annual Trend of Parts and Accessories from China from Jan. to June of 2010-2013	34
3. American Buyers Attention to Toy Analysis on Made-in-China.com.....	35
3.1. American Buyers Toy Industry Hot Search Keywords on Made-in-China.com from May to July in 2013	35
3.2. American Buyers Attention Rank of Toy Industry on Made-in-China.com from Jan. to June in 2013..	36

1. The United States Toy Industry Imports from 2010 to 2012

HS: 9503, Tricycles, scooters, pedal cars and similar wheeled toys; dais carriages5 dolls; Other toys; reduced-size ("scale") models and similar recreational models working or not; puzzles of all kinds, hereinafter referred to as "toy".

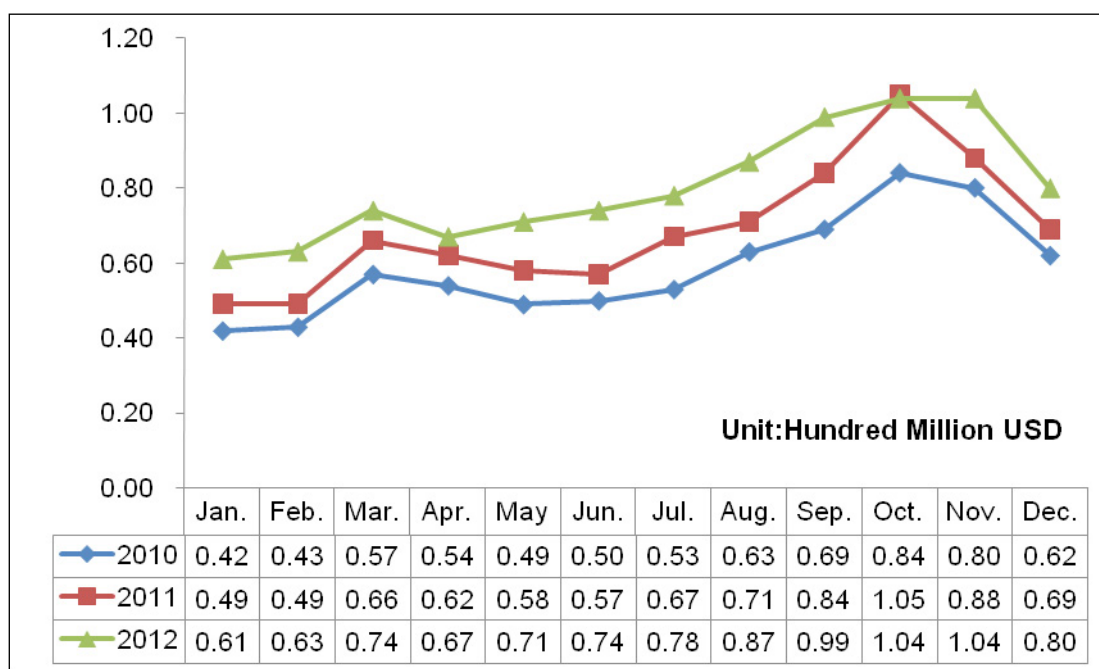
1.1. The United States Toy (HS: 9503) Industry Imports from 2010 to 2012

1.1.1. The United States Toy Import Value Annual Trend from 2010 to 2012



The import value of the United States toy showed a trend of "V" from 2010 to 2012. The import value of the three years amounted to 11.917 billion US dollars (with an increase of 21.24% year on year), 11.528 billion US dollars (with a decrease of 3.26% year on year) and 11.545 billion US dollars (with an increase of 0.15% year on year).

1.1.2. The United States Toy Import Value Monthly Trend from 2010 to 2012



1.1.3. The United States Toy Major Sourcing Countries/Regions from 2010 to 2012

(Unit: Thousand USD)

Countries/Regions	2010	2011	2012
China	10,419,111	9,979,394	9,887,161
Mexico	290,038	367,060	575,396
Indonesia	177,120	185,272	201,222
Taiwan	142,753	148,270	172,921
Vietnam	88,575	96,605	117,601
Hong Kong	54,504	77,154	82,019
Canada	85,281	61,851	78,166
Denmark	272,587	234,066	73,321
Thailand	86,899	72,720	70,719
Germany	49,054	48,675	52,776
Malaysia	55,391	50,701	45,128
Japan	40,612	40,208	36,366
Italy	24,906	21,929	25,933
UK	13,834	16,894	15,621
Czech	15,451	20,050	12,324
South Korea	17,481	13,657	8,734
Hungary	11,443	11,308	7,970
France	5,702	8,029	7,910
Philippines	9,829	11,085	7,877
Spain	5,947	5,900	5,573

1.1.4. The United States Toy Major Sourcing Countries/Regions Market Share Trend from 2010 to 2012

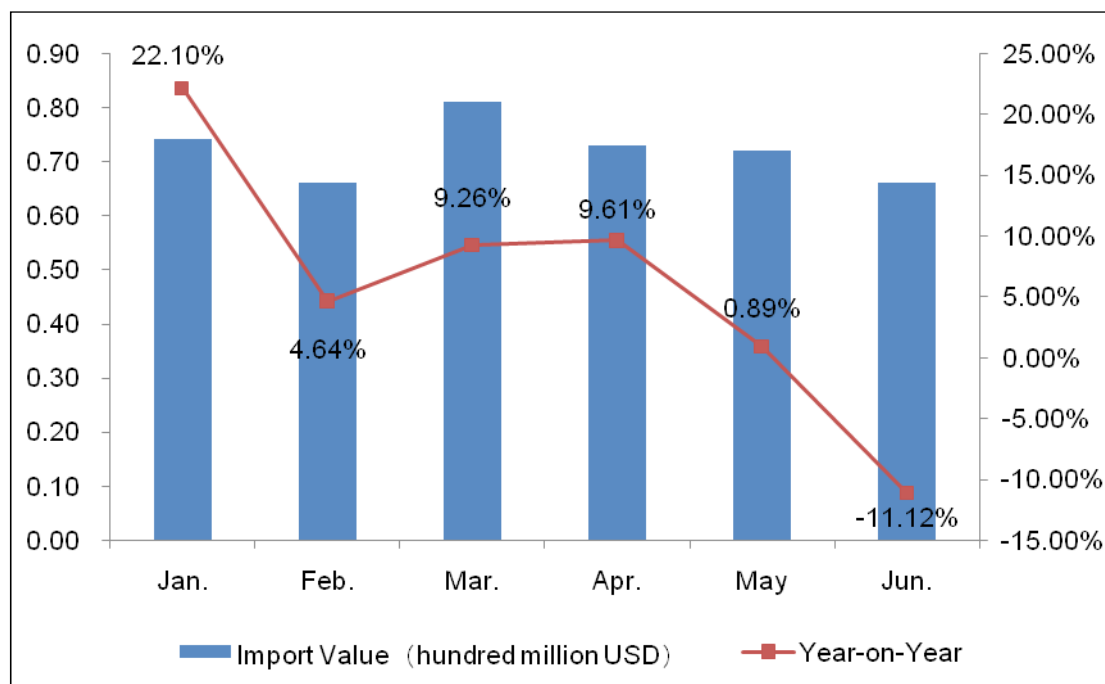
Countries/Regions	2010	2011	2012
China↓	87.43%	86.57%	85.64%
Mexico↑	2.43%	3.18%	4.98%
Indonesia↑	1.49%	1.61%	1.74%
Taiwan↑	1.20%	1.29%	1.50%
Vietnam↑	0.74%	0.84%	1.02%
Hong Kong↑	0.46%	0.67%	0.71%
Canada	0.72%	0.54%	0.68%
Denmark↓	2.29%	2.03%	0.64%
Thailand↓	0.73%	0.63%	0.61%
Germany↑	0.41%	0.42%	0.46%
Malaysia↓	0.46%	0.44%	0.39%
Japan	0.34%	0.35%	0.31%
Italy	0.21%	0.19%	0.22%
UK	0.12%	0.15%	0.14%
Czech	0.13%	0.17%	0.11%
South Korea↓	0.15%	0.12%	0.08%
Hungary	0.10%	0.10%	0.07%
France	0.05%	0.07%	0.07%
Philippines	0.08%	0.10%	0.07%
Spain	0.05%	0.05%	0.05%

Note: ↑ represents that the proportion of the import value from the country accounting for the United States total import value continued to increase from 2010 to 2012, ↓ represents that the proportion of the import value from the country accounting for the United States total import value continued to decrease from 2010 to 2012.

Judging from the export market share trend, the market share of Mexico, Indonesia, Taiwan, Vietnam, Hong Kong and Germany continued to increase while that of China, Denmark, Thailand and Malaysia continued to decrease from 2010 to 2012.

1.2. The United States Toy (HS: 9503) Industry Imports from Jan. to June of 2013

1.2.1. The United States Toy Import Value from Jan. to June of 2013



Month	Value (hundred million USD)	Compared to the Same Period of Last Year
January	0.74	22.10%
February	0.66	4.64%
March	0.81	9.26%
April	0.73	9.61%
May	0.72	0.89%
June	0.66	-11.12%
Jan.-June Total	4.32	5.39%

The import value of the United States toy amounted to about 432 million US dollars, with an increase of 5.39% year on year from Jan. to June in 2013.

1.2.2. The United States Toy Major Sourcing Countries/Regions from Jan. to June of 2013

(Unit: Thousand USD)

Countries/Regions	Value	Compared to the Same Period of Last Year
Canada	224,519	5.14%
Mexico	48,256	22.29%
UK	30,843	-2.50%
Australia	21,374	37.20%
Japan	8,985	2.04%
Hong Kong	8,498	21.02%
Germany	7,897	0.69%
Chile	6,691	33.45%
South Korea	4,043	-19.61%
China	3,522	-20.26%
Netherlands	3,273	-31.21%
Saudi Arabia	2,827	110.34%
Panama	2,687	14.93%
Brazil	2,522	-12.03%
UAE	2,407	-2.83%
Dominica	2,276	12.01%
South Africa	2,245	37.31%
Singapore	2,229	-17.54%
Taiwan	2,115	-65.73%
Thailand	2,022	232.57%

From Jan. to June in 2013, among the top twenty sourcing countries/regions, the largest increase was in Thailand (with an increase of 232.57%) seen from the import value in proportion, followed by Saudi Arabia (with an increase of 110.34%). China ranked the tenth. From Jan. to June in 2013, the United States total import value of the products from China amounted to 3.522 million US dollars, with a decrease of 20.26%.

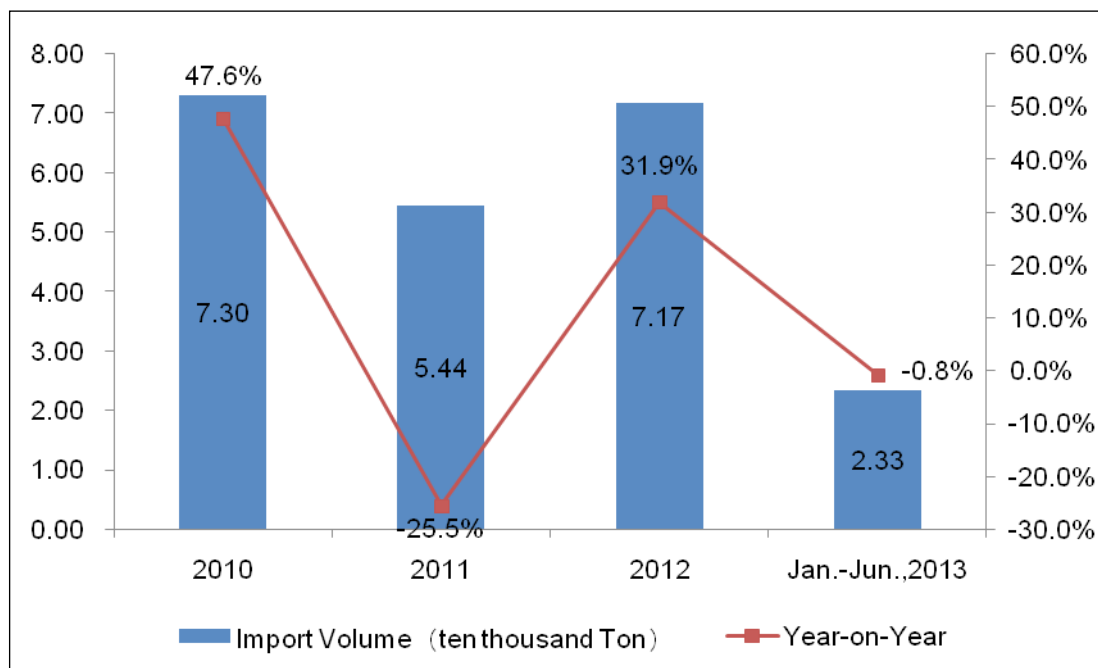
Source: UN COMTRADE

2. Representative Product Analysis of Toy Imported from China to the United States from Jan. to June of 2013

HS Code	Product Name
95030010	Tricycles, scooters, pedal cars and similar wheeled toys; doll's carriage
95030021	Pet Toys
95030029	Doll
95030031	Electric trains
95030039	Reduced-size ("scale") outfits model assembly
95030040	Other construction sets and constructional toys
95030050	Toy musical instruments and apparatus
95030060	Puzzles
95030081	Put up in sets or outfits
95030082	Other toys and models incorporating a motor
95030089	Other toys not elsewhere specified or included
95030090	Parts and accessories

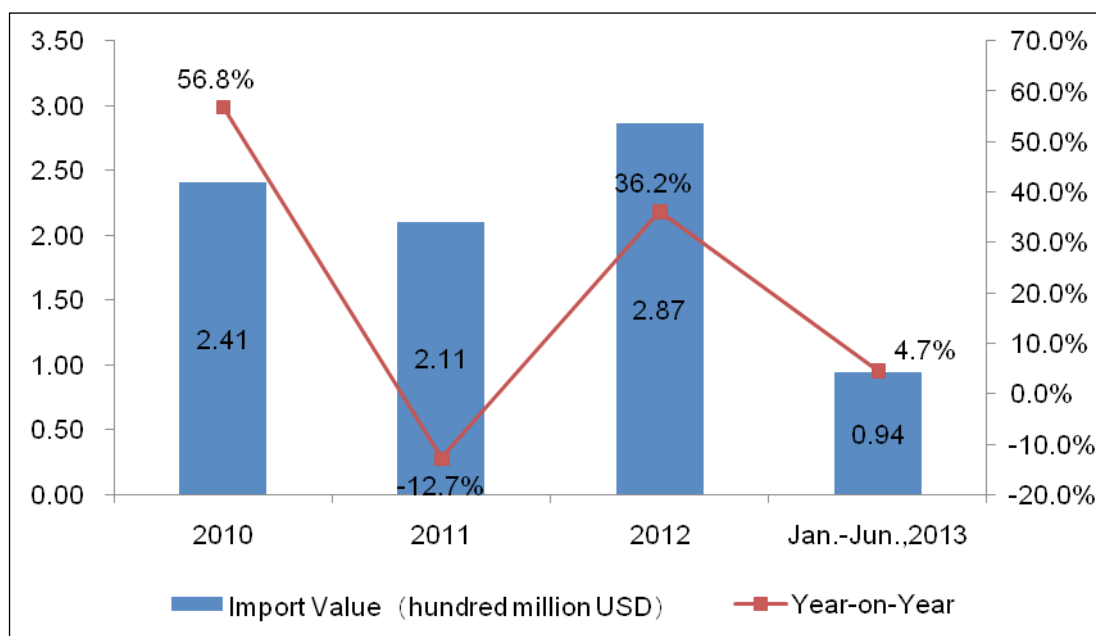
2.1. The United States Imports of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage (HS: 95030010) from China from Jan. to June of 2010-2013

2.1.1. The United States Import Volume Annual Trend of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage from China from Jan. to June of 2010-2013



The United States Import Volume of tricycles, scooters, pedal cars and similar wheeled toys, doll's carriage from China showed a trend of "V" from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 23,300 tons, with a decrease of 0.8%.

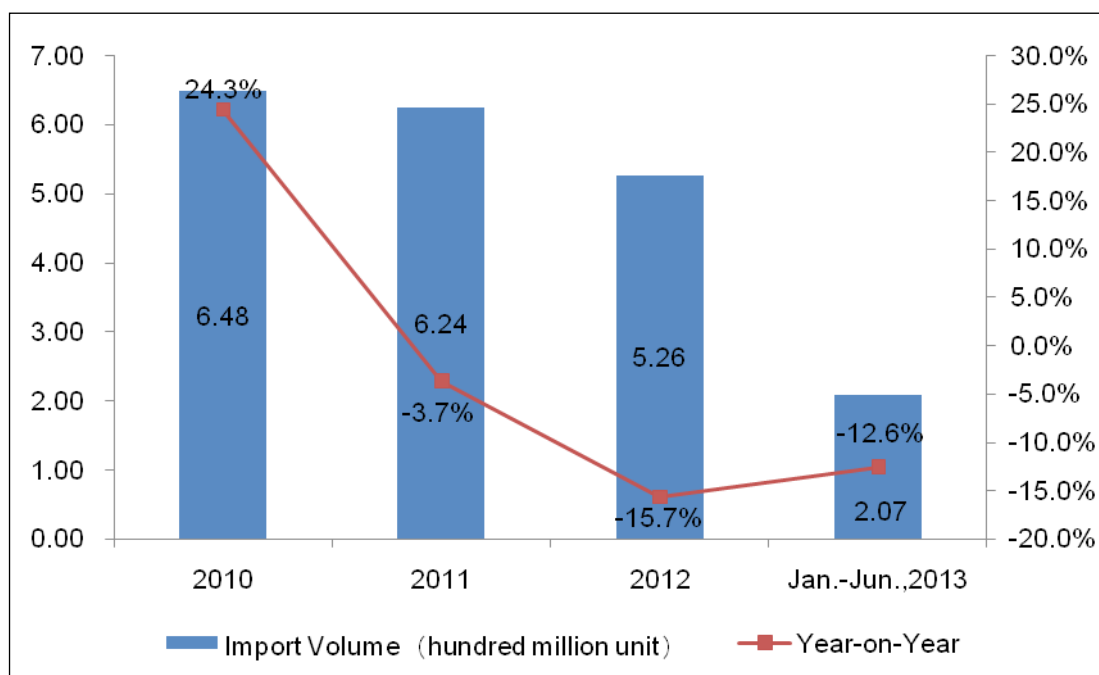
2.1.2. The United States Import Value Annual Trend of Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage from China from Jan. to June of 2010-2013



The United States import value of tricycles, scooters, pedal cars and similar wheeled toys, doll's carriage from China showed a trend of "V" from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 94 million US dollars, with an increase of 4.7%.

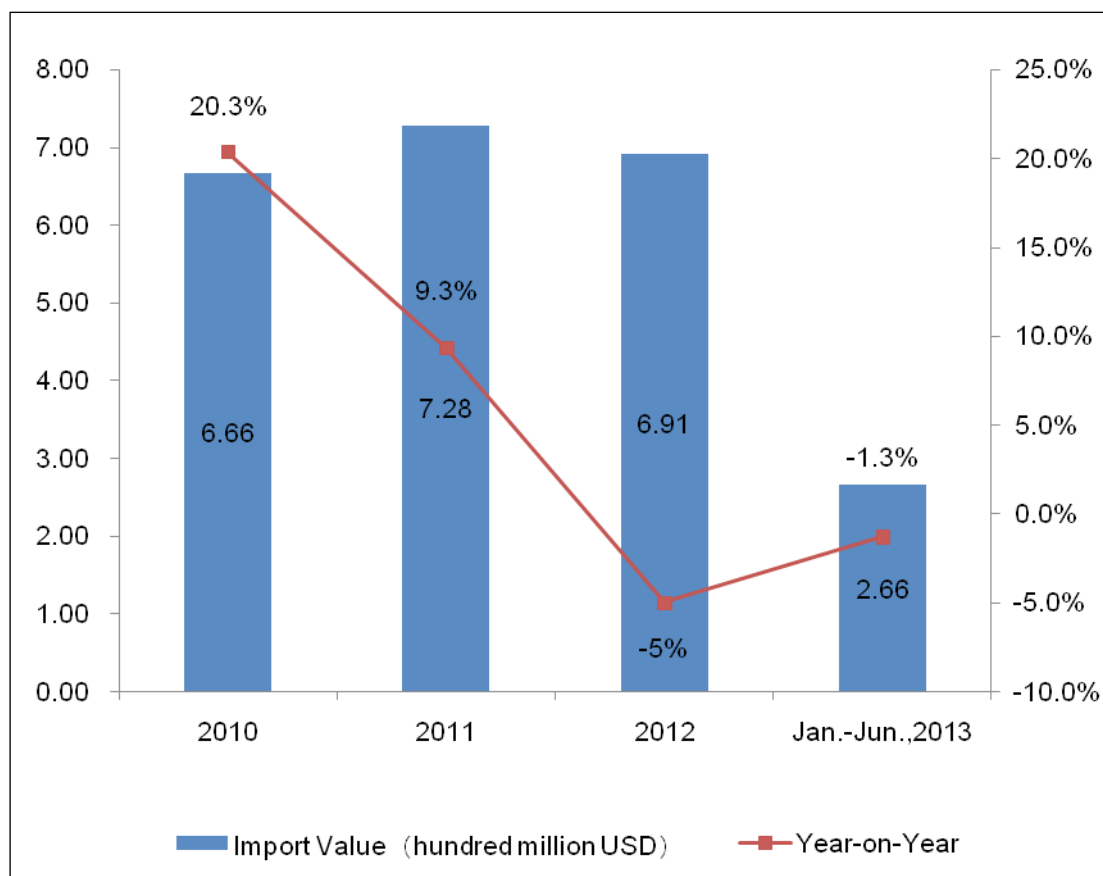
2.2. The United States Imports of Pet Toys (HS: 95030021) from China from Jan. to June of 2010-2013

2.2.1. The United States Import Volume Annual Trend of Pet Toys from China from Jan. to June of 2010-2013



The United States import volume of pet toys from China decreased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 207 million, with a decrease of 12.6%.

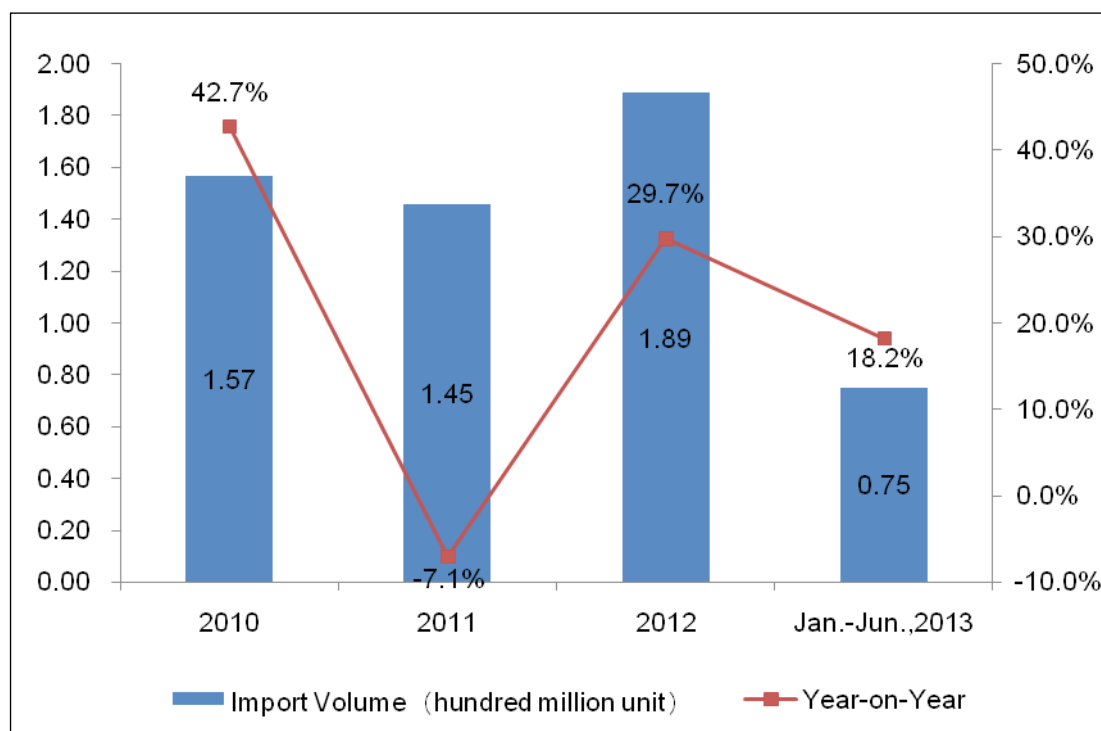
2.2.2. The United States Import Value Annual Trend of Pet Toys from China from Jan. to June of 2010-2013



The United States import value of pet toys from China showed a trend of inverted “V” from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 266 million US dollars, with an increase of 1.3%.

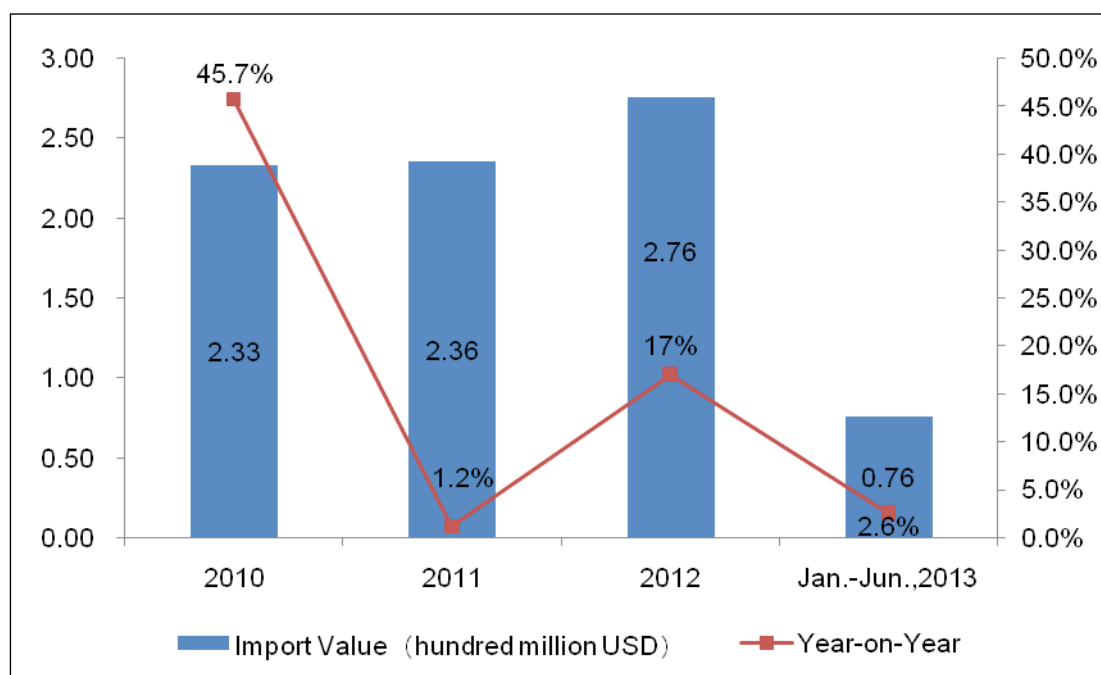
2.3. The United States Imports of Doll (HS: 95030029) from China from Jan. to June of 2010-2013

2.3.1. The United States Import Volume Annual Trend of Doll from China from Jan. to June of 2010-2013



The United States import volume of dolls from China showed a trend of “V” from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 75 million, with an increase of 18.2%.

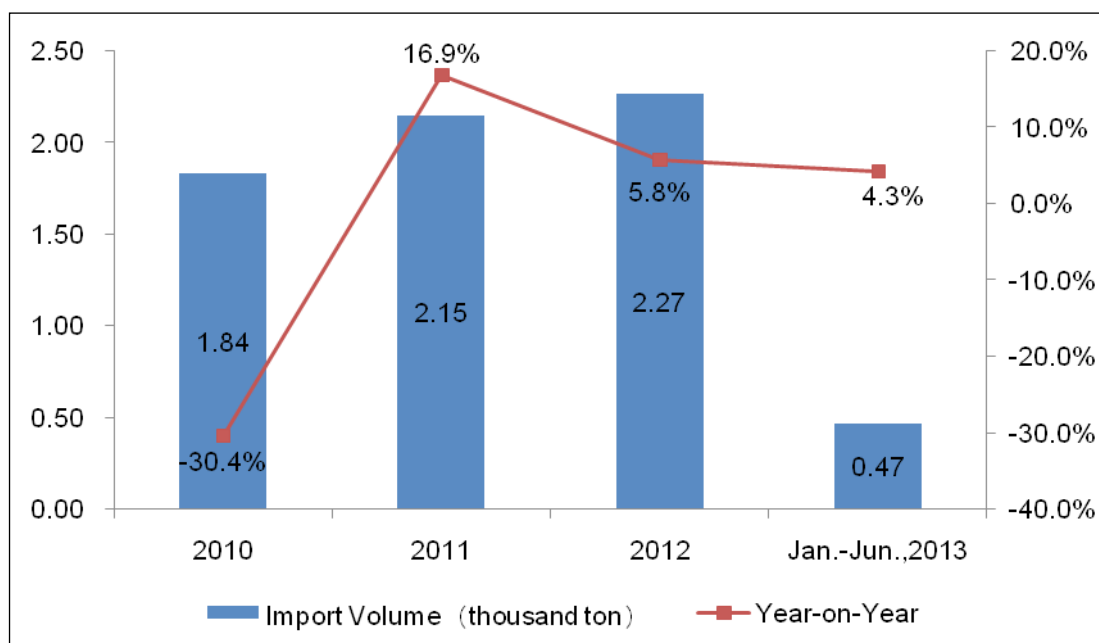
2.3.2. The United States Import Value Annual Trend of Doll from China from Jan. to June of 2010-2013



The United States import volume of doll from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 76 million, with an increase of 2.6%.

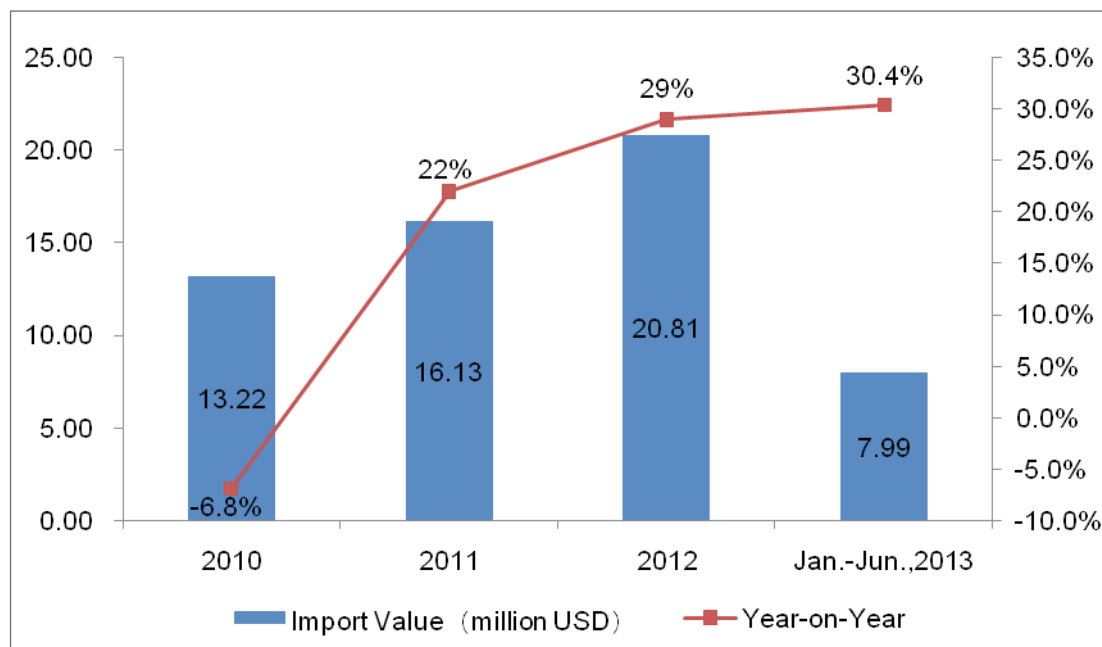
2.4. The United States Imports of Electric Trains (HS: 95030031) from China from Jan. to June of 2010-2013

2.4.1. The United States Import Volume Annual Trend of Electric Trains from China from Jan. to June of 2010-2013



The United States import volume of electric trains from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 470 tons, with an increase of 4.3%.

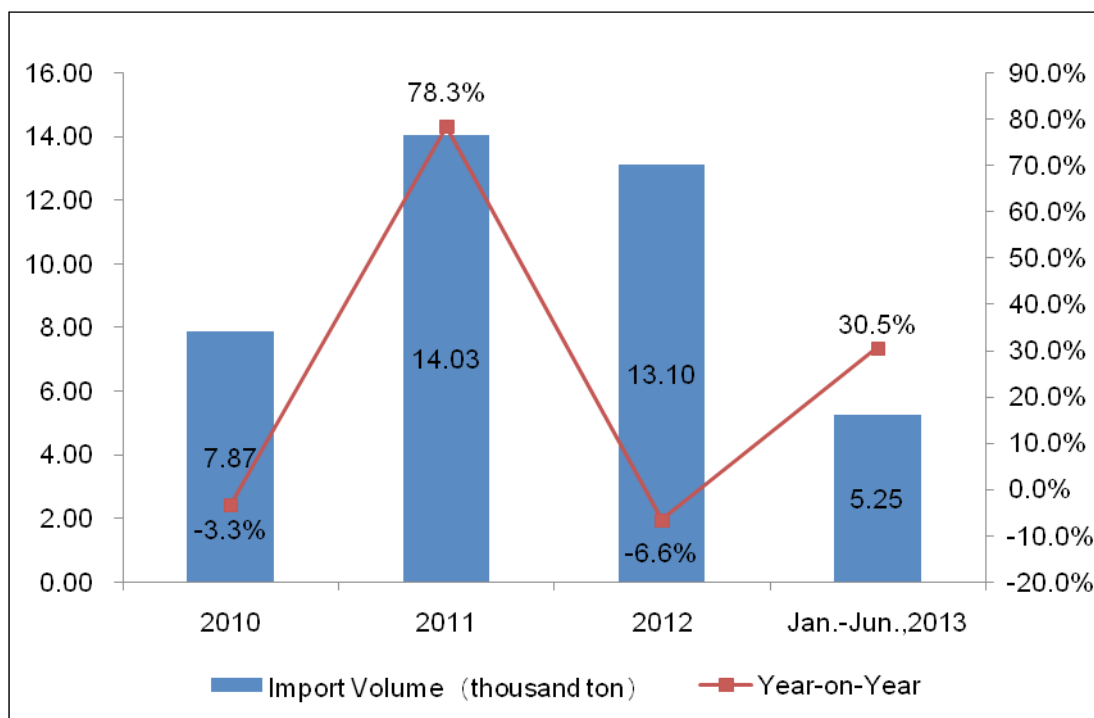
2.4.2. The United States Import Value Annual Trend of Electric Trains from China from Jan. to June of 2010-2013



The United States import value of electric trains from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 7.99 million US dollars, with an increase of 30.4%.

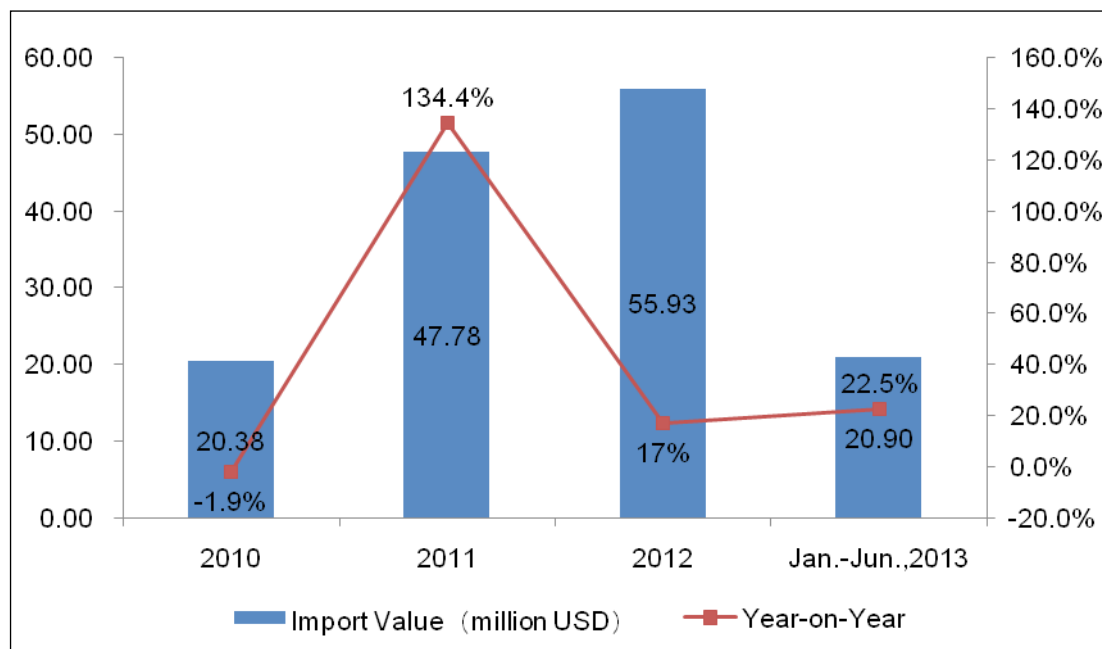
2.5. The United States Imports of Reduced-Size (“Scale”) Outfits Model Assembly (HS: 95030039) from China from Jan. to June of 2010-2013

2.5.1. The United States Import Volume Annual Trend of Reduced-Size (“Scale”) Outfits Model Assembly from China from Jan. to June of 2010-2013



The United States import volume of reduced-size (“Scale”) outfits’ model assembly from China showed a trend of inverted “V” from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 5250 tons, with an increase of 30.5%.

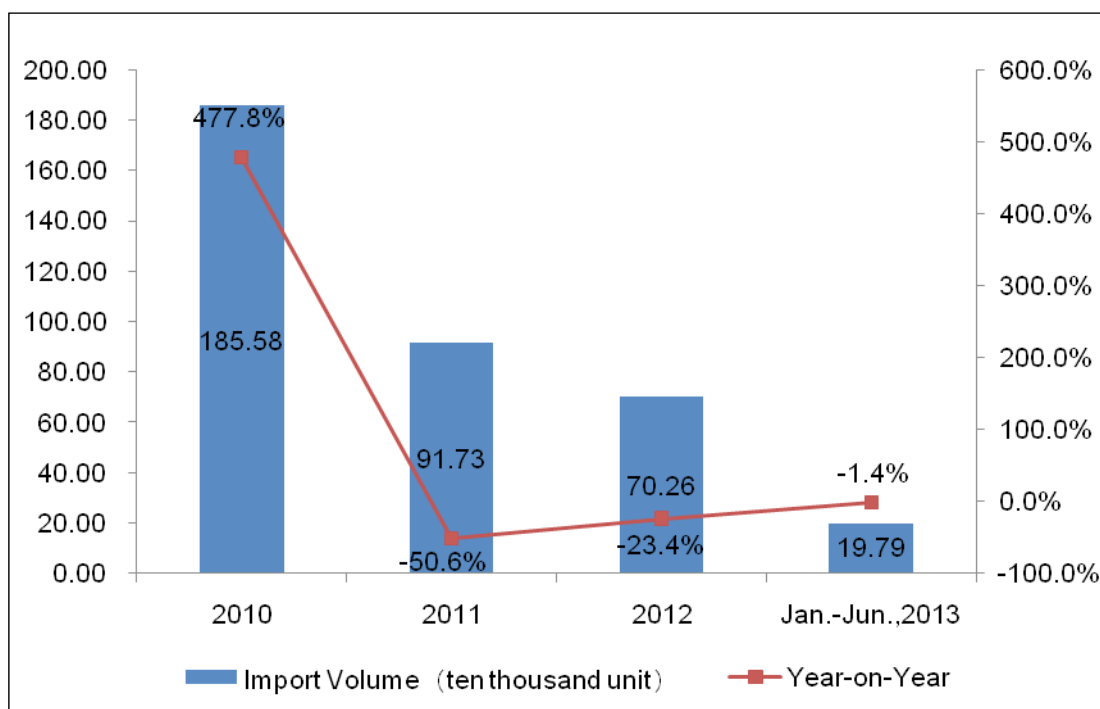
2.5.2. The United States Import Value Annual Trend of Reduced-Size (“Scale”) Outfits Model Assembly from China from Jan. to June of 2010-2013



The United States import value of reduced-size (“scale”) outfits model assembly from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 20.9 million US dollars, with an increase of 22.5%.

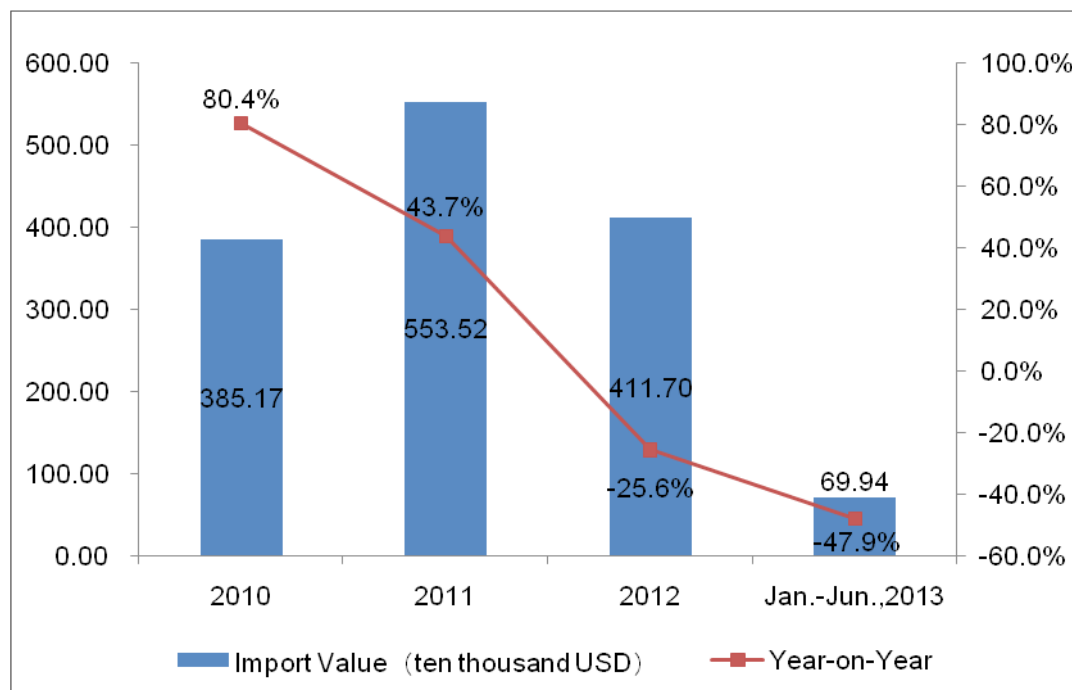
2.6. The United States Imports of other Construction Sets and Constructional Toys (HS: 95030040) from China from Jan. to June of 2010-2013

2.6.1. The United States Import Volume Annual Trend of other Construction Sets and Constructional Toys from China from Jan. to June of 2010-2013



The United States import volume of other construction sets and constructional toys from China decreased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 197900, with a decrease of 1.4%.

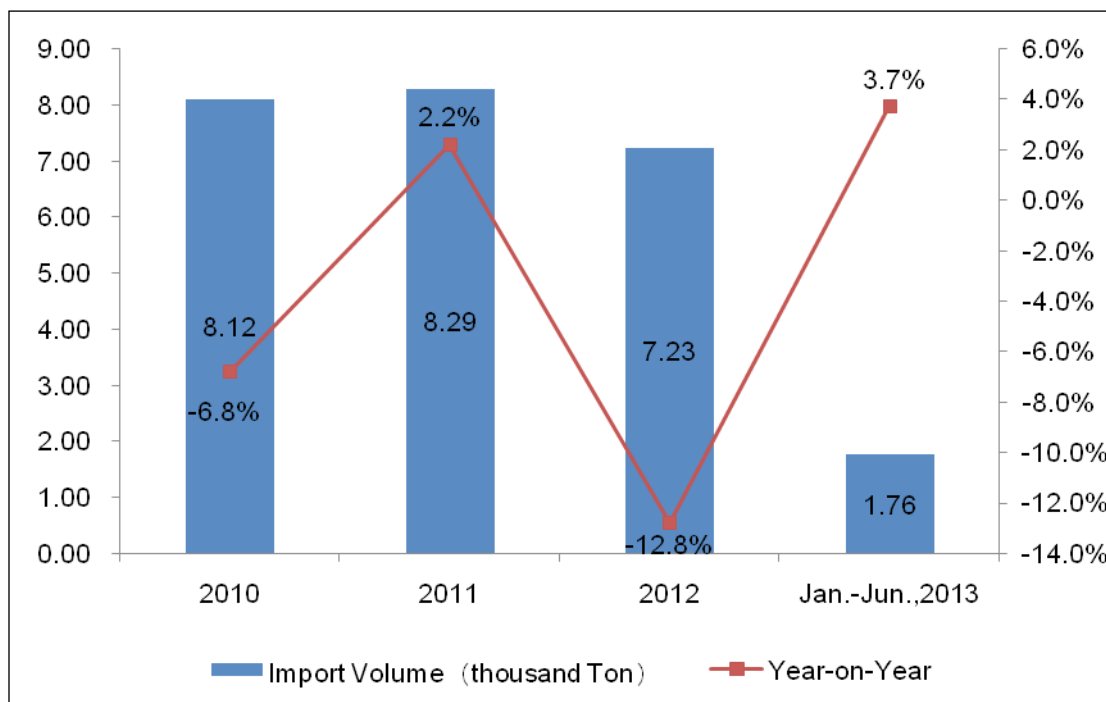
2.6.2. The United States Import Value Annual Trend of other Construction Sets and Constructional Toys from China from Jan. to June of 2010-2013



The United States import value of other construction sets and constructional toys from China showed a trend of inverted “V” from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 699,400 US dollars, with a decrease of 47.9%.

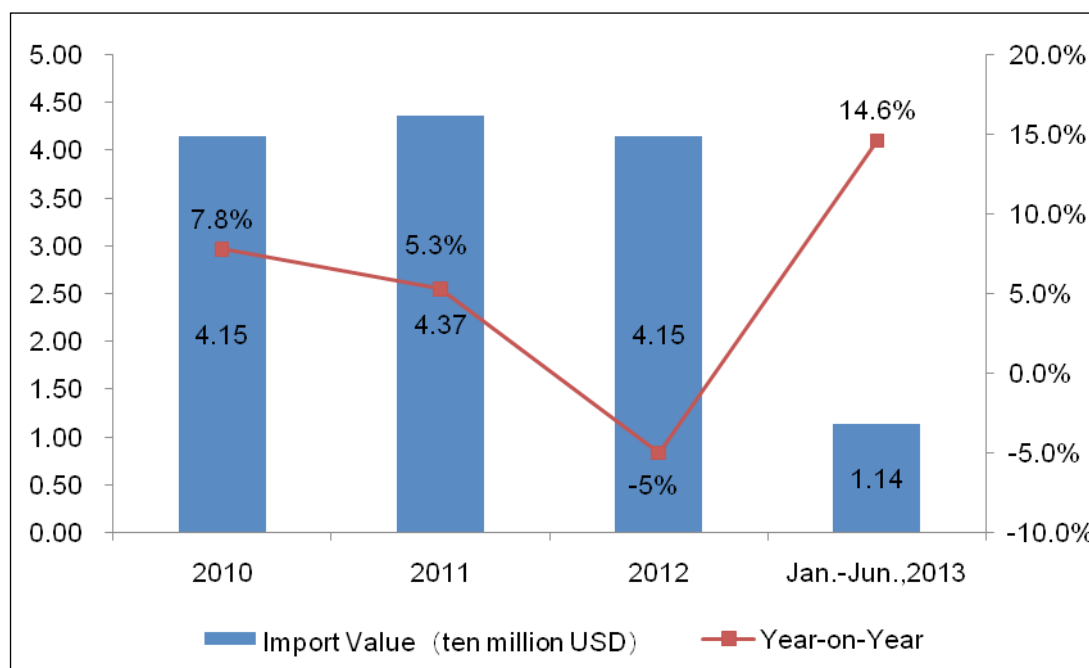
2.7. The United States Imports of Toy Musical Instruments and Apparatus (HS: 95030050) from China from Jan. to June of 2010-2013

2.7.1. The United States Import Volume Annual Trend of Toy Musical Instruments and Apparatus from China from Jan. to June of 2010-2013



The United States import volume of toy musical instruments and apparatus from China had a little change from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 1760 tons, with an increase of 3.7%.

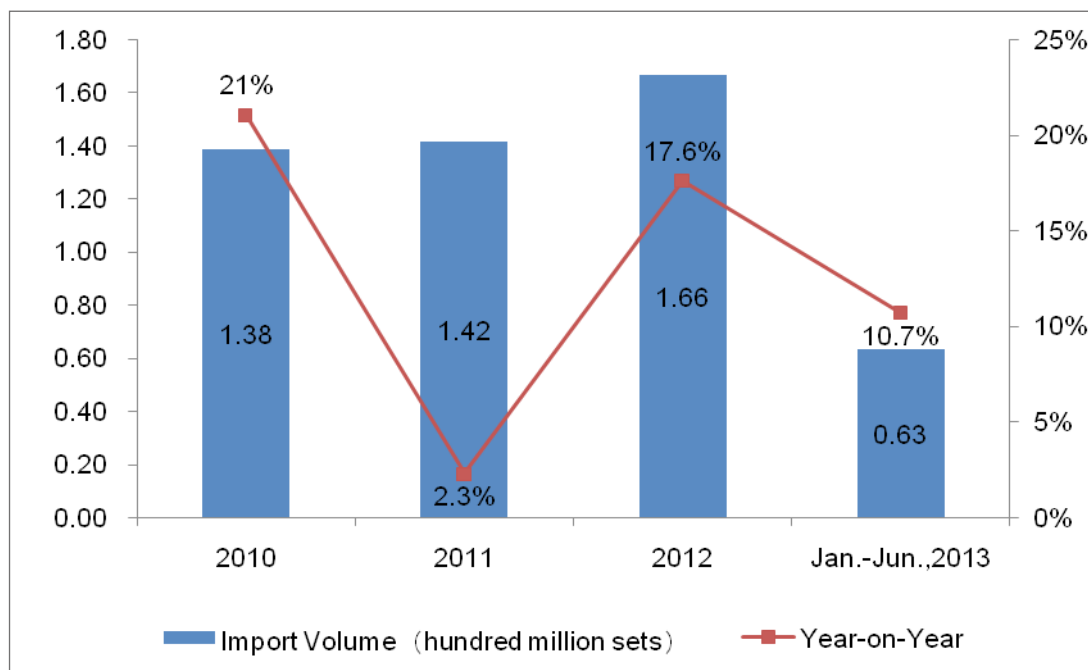
2.7.2. The United States Import Value Annual Trend of Toy Musical Instruments and Apparatus from China from Jan. to June of 2010-2013



The United States import value of toy musical instruments and apparatus from China had a little change from 2010 to 2012. Import value of 2012 was slightly lower than that of 2011, and is impartial with that of 2010. From Jan. to June in 2013, the import value amounted to 11.4 million US dollars, with an increase of 14.6%.

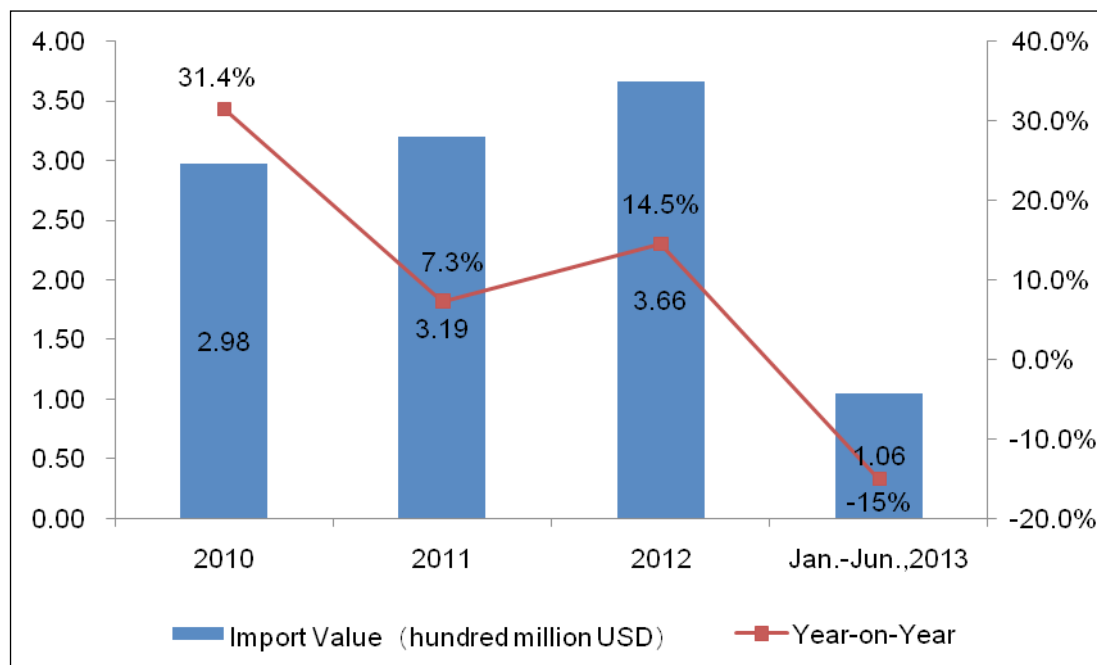
2.8. The United States Imports of Puzzles (HS: 95030060) from China from Jan. to June of 2010-2013

2.8.1. The United States Import Volume Annual Trend of Puzzles from China from Jan. to June of 2010-2013



The United States import volume of puzzles from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 63 million, with an increase of 10.7%.

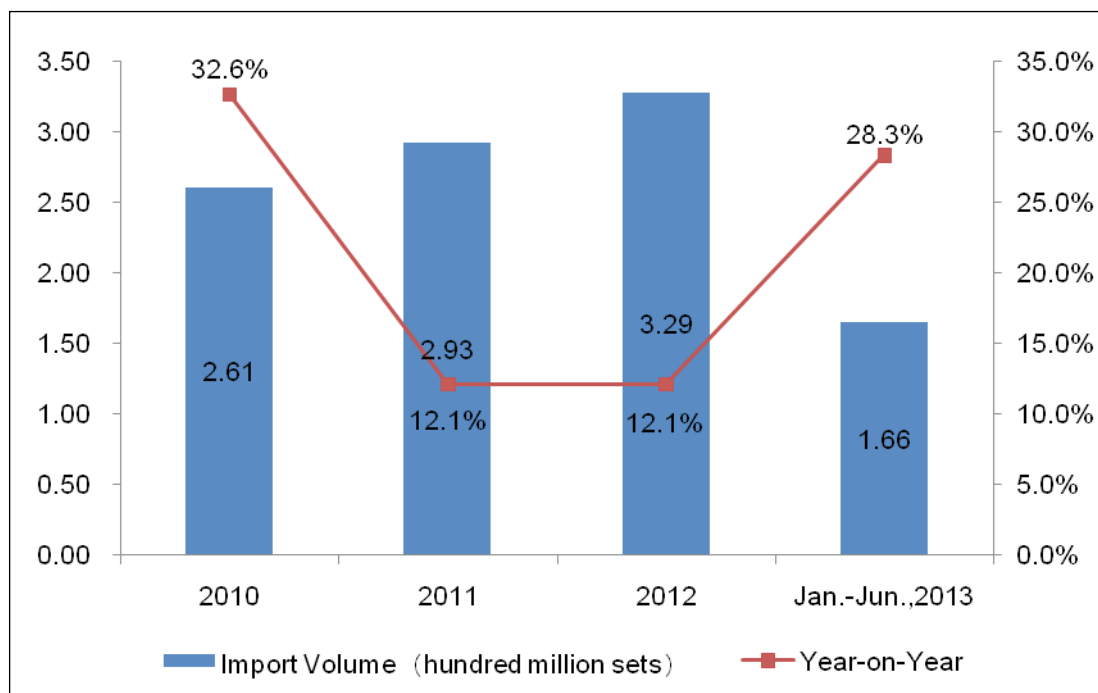
2.8.2. The United States Import Value Annual Trend of Puzzles from China from Jan. to June of 2010-2013



The United States import value of puzzles from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 106 million US dollars, with an increase of 15%.

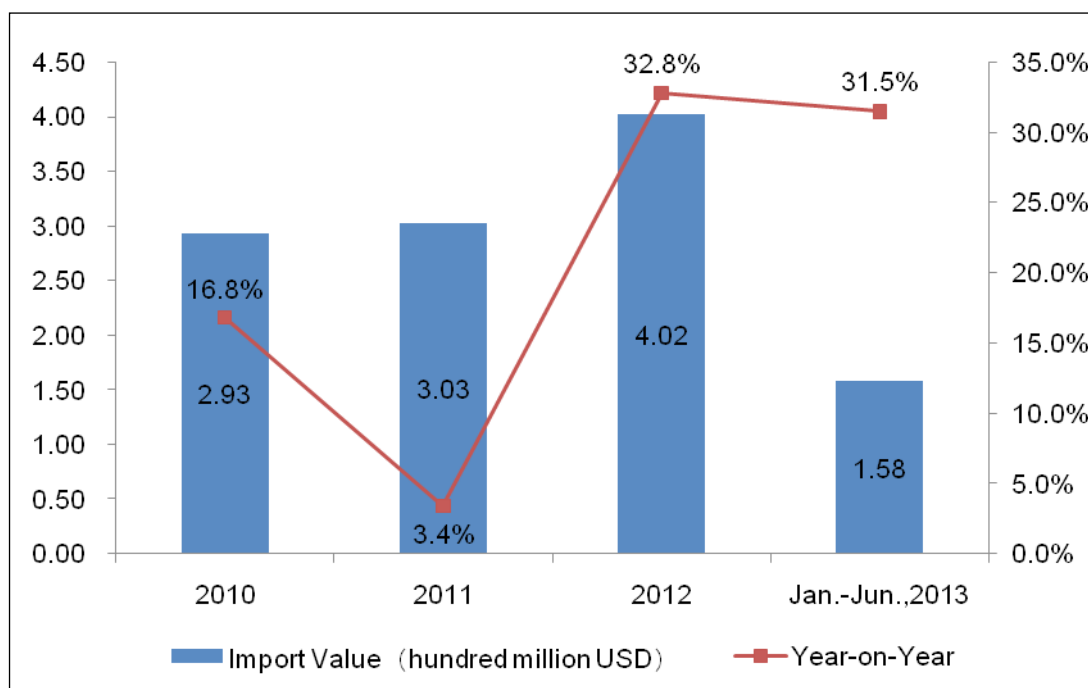
2.9. The United States Imports of Put up in Sets or Outfits (HS: 95030081) from China from Jan. to June of 2010-2013

2.9.1. The United States Import Volume Annual Trend of Put up in Sets or Outfits from China from Jan. to June of 2010-2013



The United States import volume of put up in sets or outfits from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 166 million, with an increase of 28.3%.

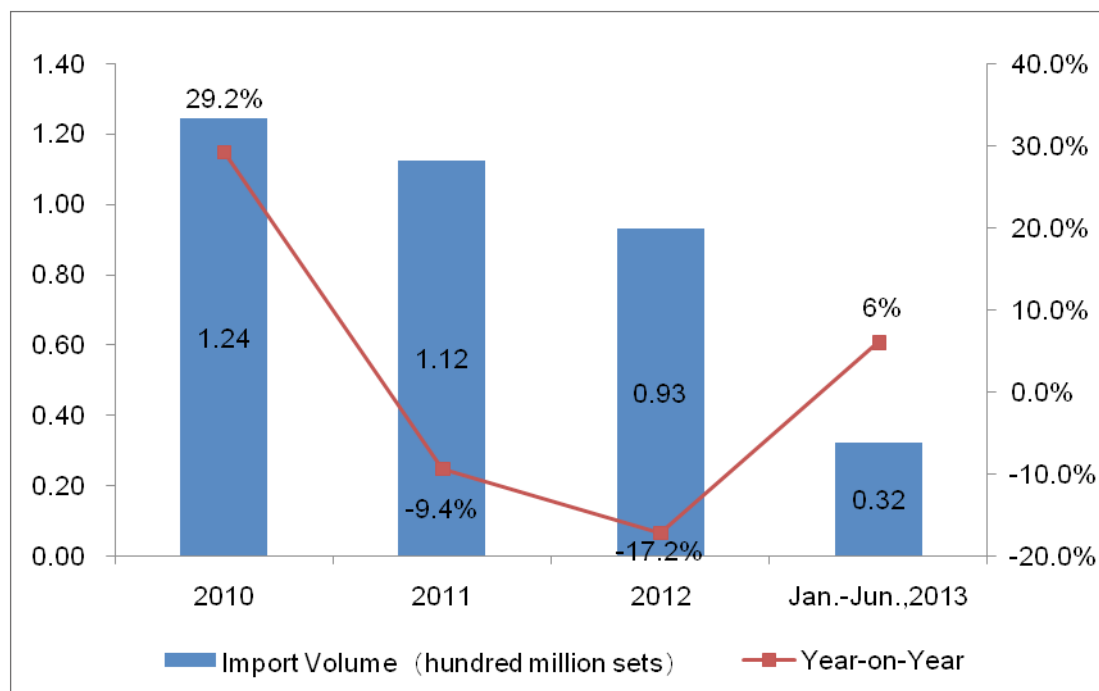
2.9.2. The United States Import Value Annual Trend of Put up in Sets or Outfits from China from Jan. to June of 2010-2013



The United States import value of put up in sets or outfits from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 158 million US dollars, with an increase of 31.5%.

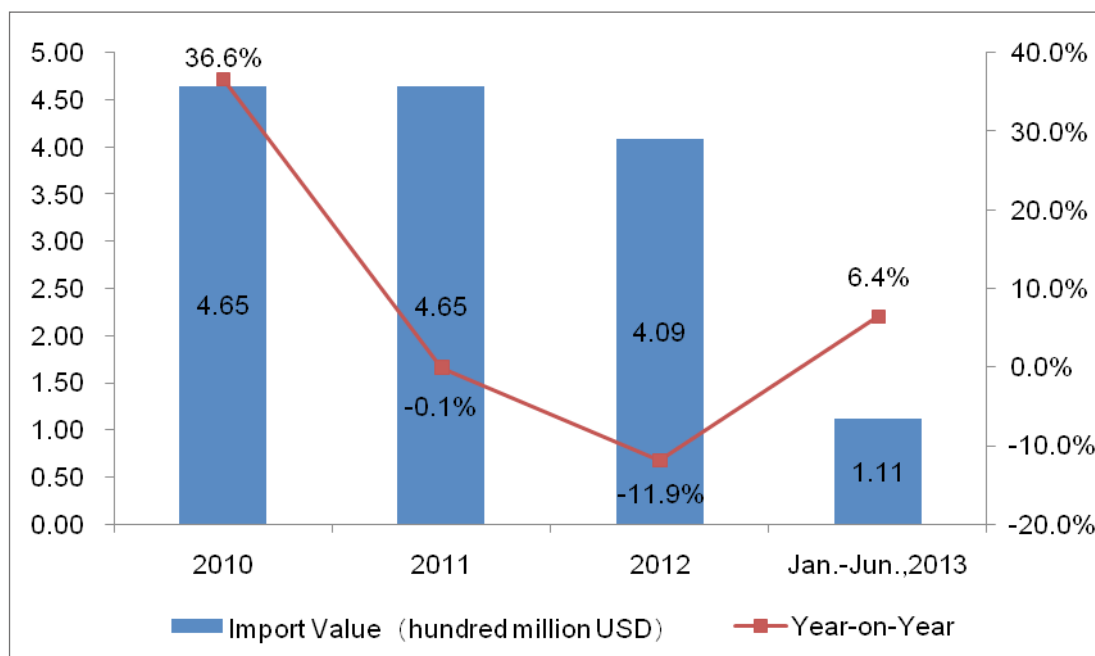
2.10. The United States Imports of Other Toys and Models Incorporating a Motor (HS: 95030082) from China from Jan. to June of 2010-2013

2.10.1. The United States Import Volume Annual Trend of Other Toys and Models Incorporating a Motor from China from Jan. to June of 2010-2013



The United States import volume of other toys and models incorporating a motor from China decreased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 32 million, with an increase of 6%.

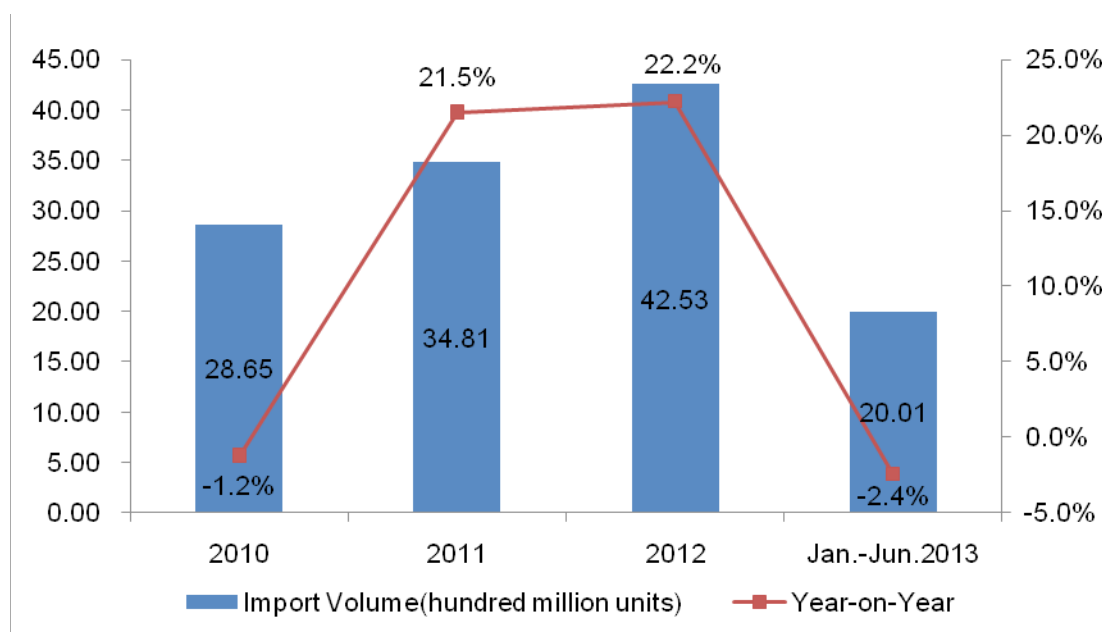
2.10.2. The United States Import Value Annual Trend of Other Toys and Models Incorporating a Motor from China from Jan. to June of 2010-2013



The United States import value of other toys and models incorporating a motor from China had a little change from 2010 to 2012. Import value of 2012 was slightly lower than that of 2011, and that of 2011 is impartial with that of 2010. From Jan. to June in 2013, the import value amounted to 111 million US dollars, with an increase of 6.4%.

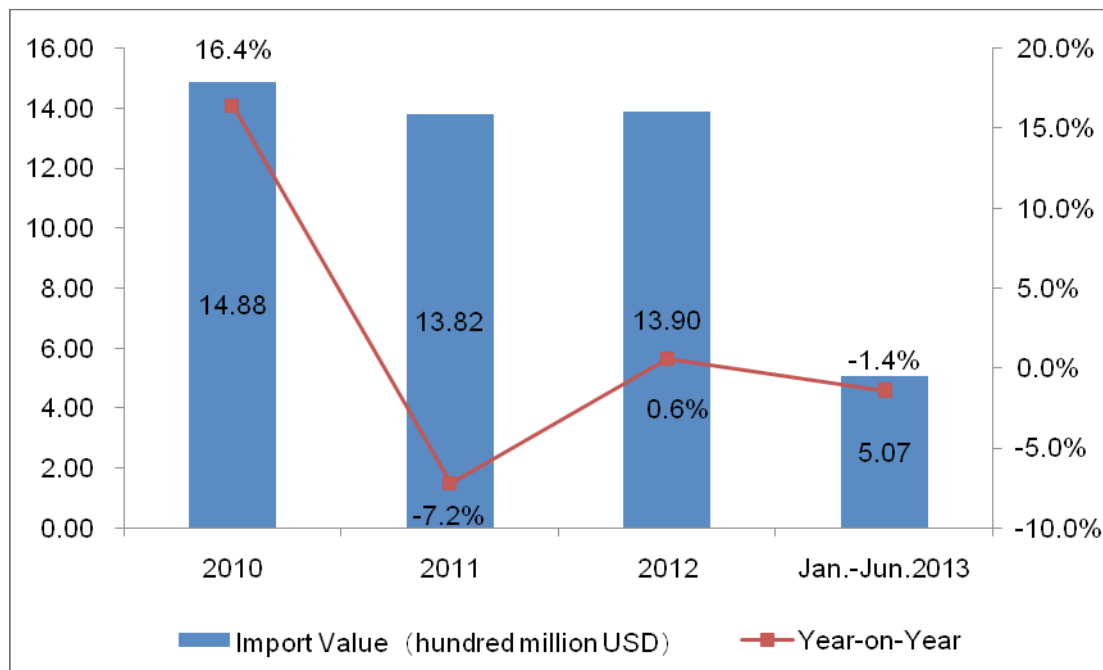
2.11. The United States Imports of Other Toys Not Elsewhere Specified or Included (HS: 95030089) from China from Jan. to June of 2010-2013

2.11.1. The United States Import Volume Annual Trend of Other Toys Not Elsewhere Specified or Included from China from Jan. to June of 2010-2013



The United States import volume of other toys from China increased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 2.001 billion, with a decrease of 2.4%.

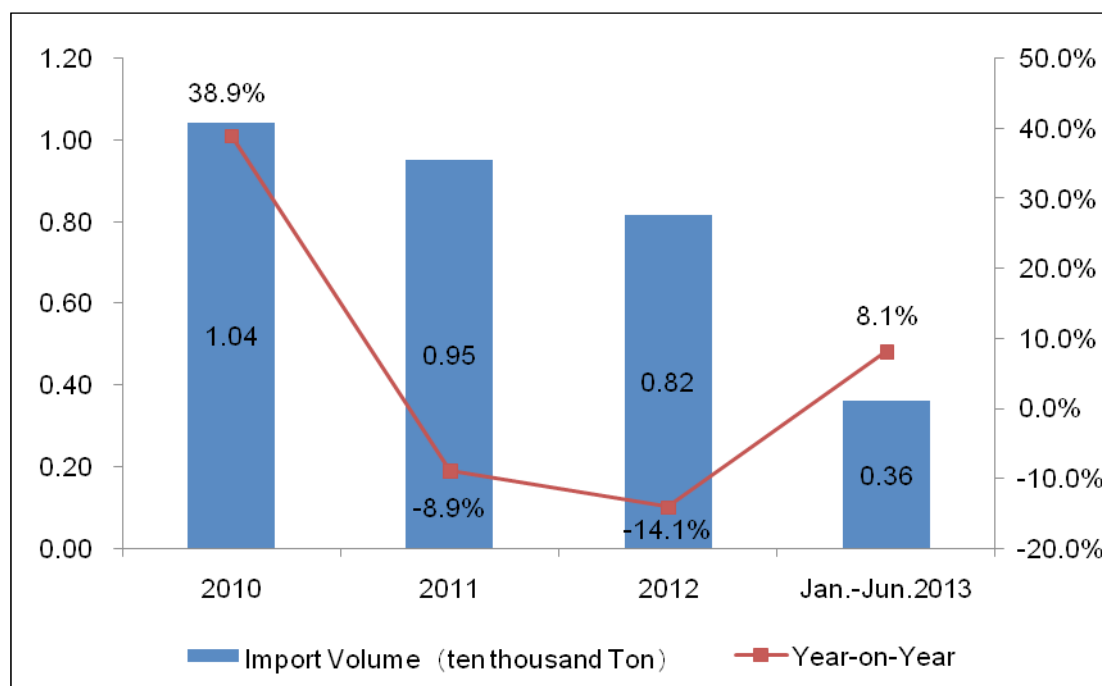
2.11.2. The United States Import Value Annual Trend of Other Toys Not Elsewhere Specified or Included from China from Jan. to June of 2010-2013



The United States import value of other toys from China showed a trend of “V” from 2010 to 2012. From Jan. to June in 2013, the import value amounted to 507 million US dollars, with a decrease of 1.4%.

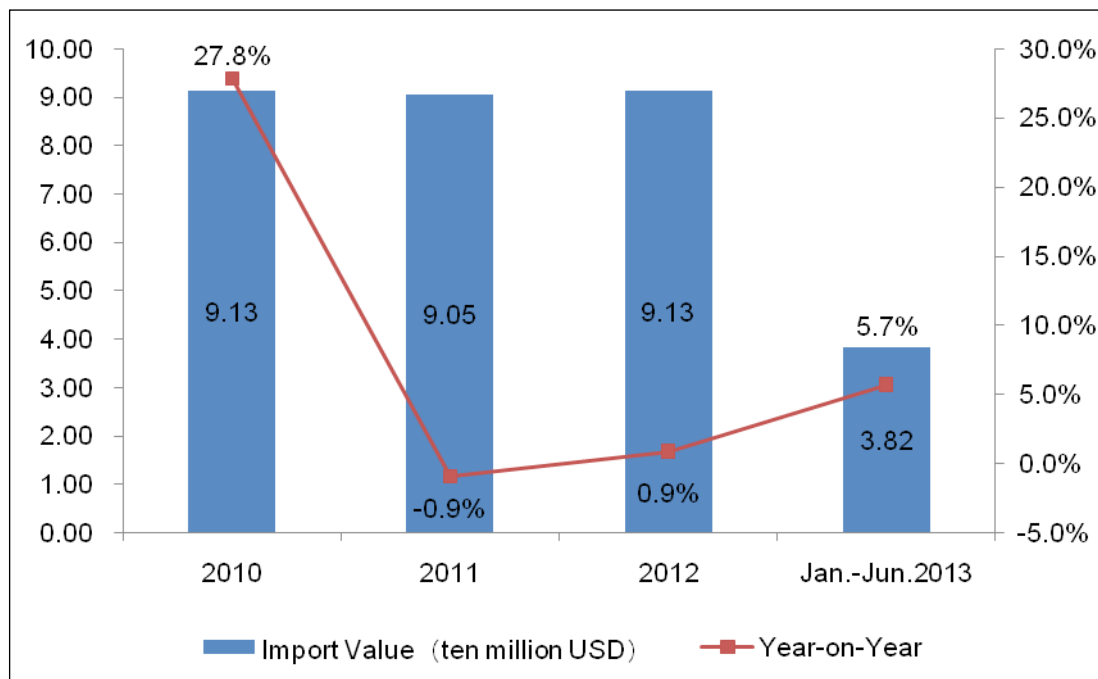
2.12. The United States Imports of Parts and Accessories (HS: 95030090) from China from Jan. to June of 2010-2013

2.12.1. The United States Import Volume Annual Trend of Parts and Accessories from China from Jan. to June of 2010-2013



The United States import volume of parts and accessories from China decreased year by year from 2010 to 2012. From Jan. to June in 2013, the import volume amounted to 3600 tons, with an increase of 8.1%.

2.12.2. The United States Import Value Annual Trend of Parts and Accessories from China from Jan. to June of 2010-2013

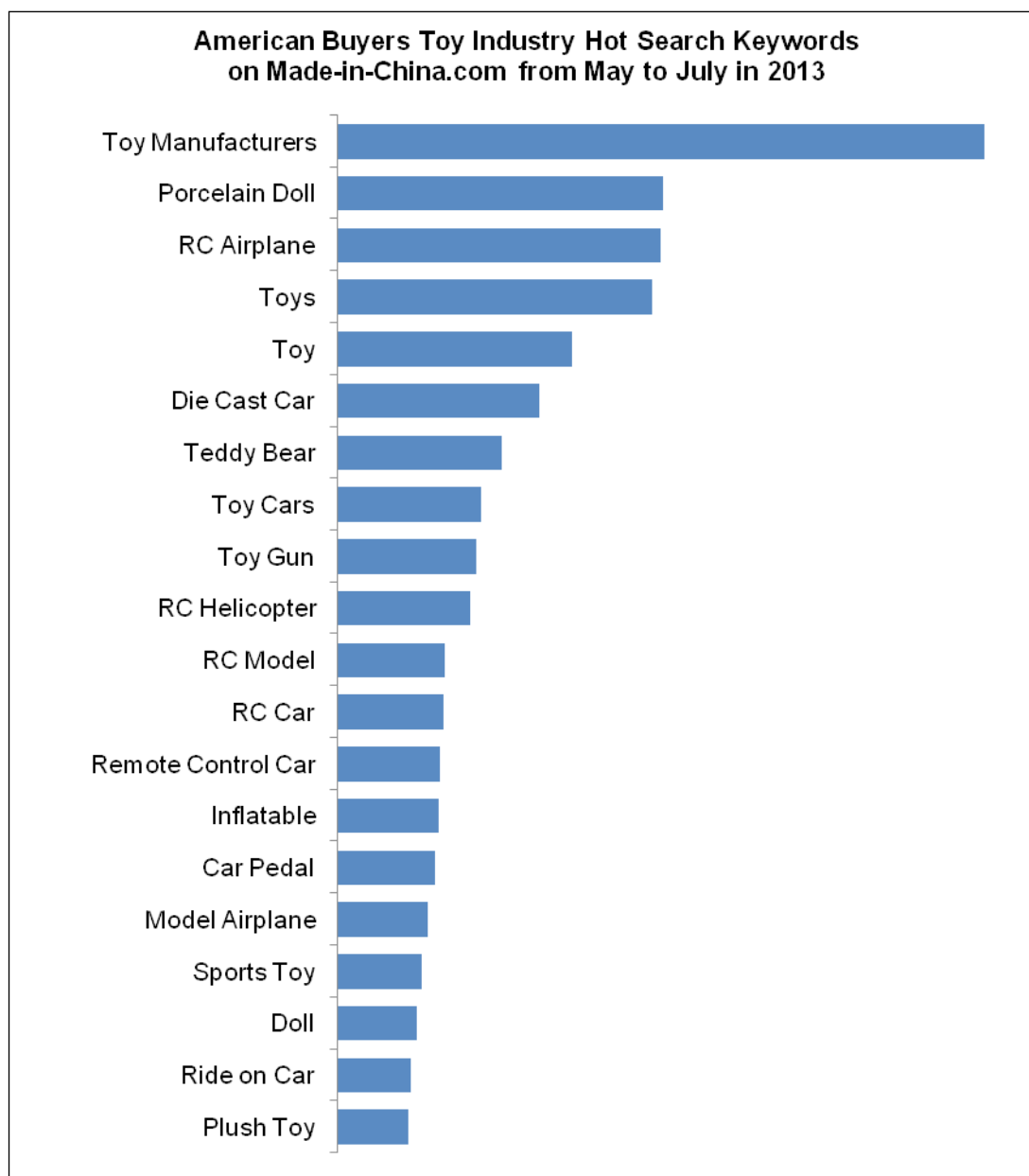


The United States import value of parts and accessories from China showed a trend of “V” from 2010 to 2012. Import value of 2012 was slightly higher than that of 2011, and is impartial with that of 2010. From Jan. to June in 2013, the import value amounted to 38.2 million US dollars, with an increase of 5.7%.

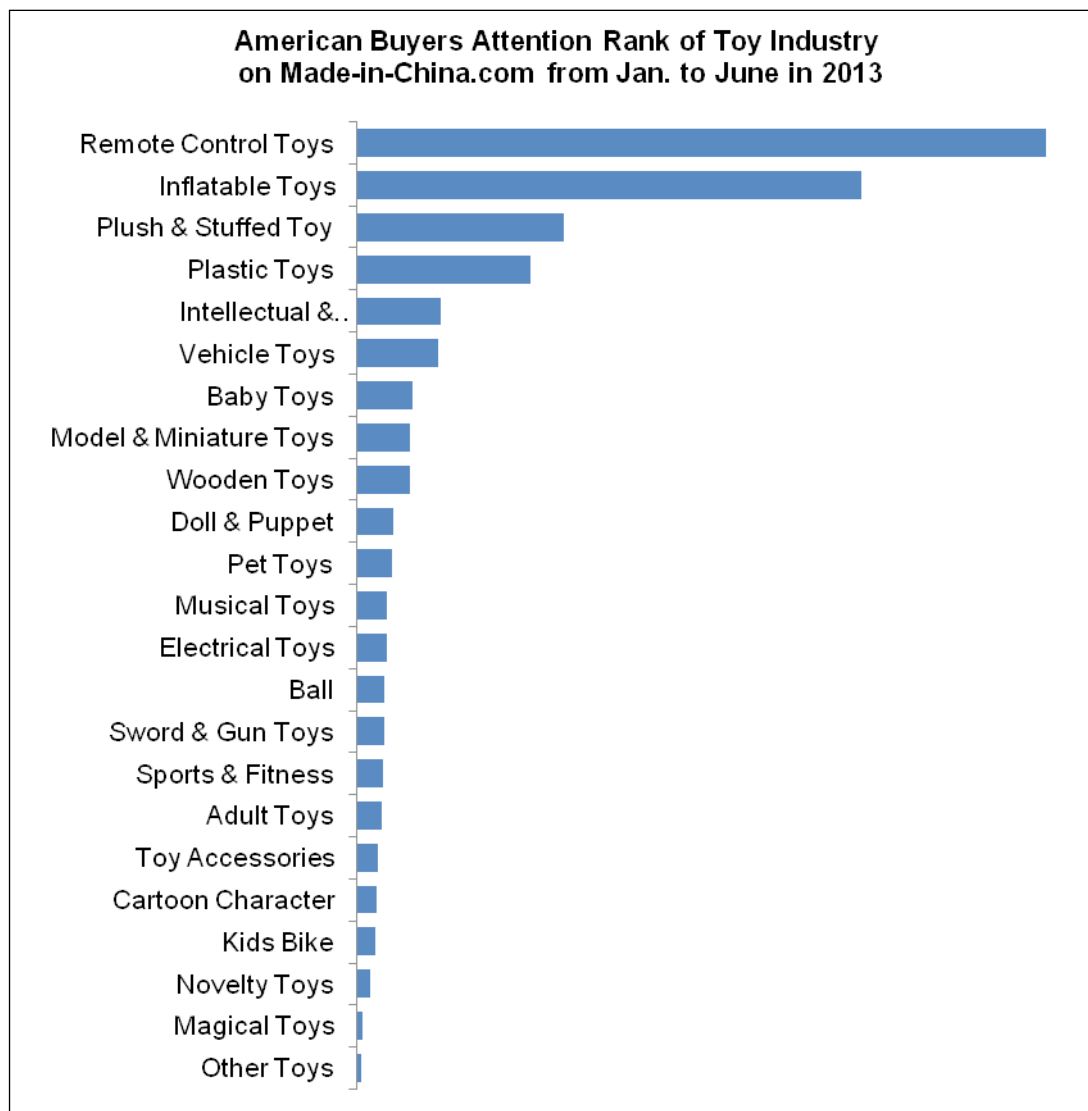
Source: China Customs Network

3. American Buyers Attention to Toy Analysis on Made-in-China.com

3.1. American Buyers Toy Industry Hot Search Keywords on Made-in-China.com from May to July in 2013



3.2. American Buyers Attention Rank of Toy Industry on Made-in-China.com from Jan. to June in 2013



Source: Made-in-China.com

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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Web: <http://www.made-in-china.com/communication/market-analysis.html>



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