

2013Q3 Toy Industry Analysis Report

2014.01



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.

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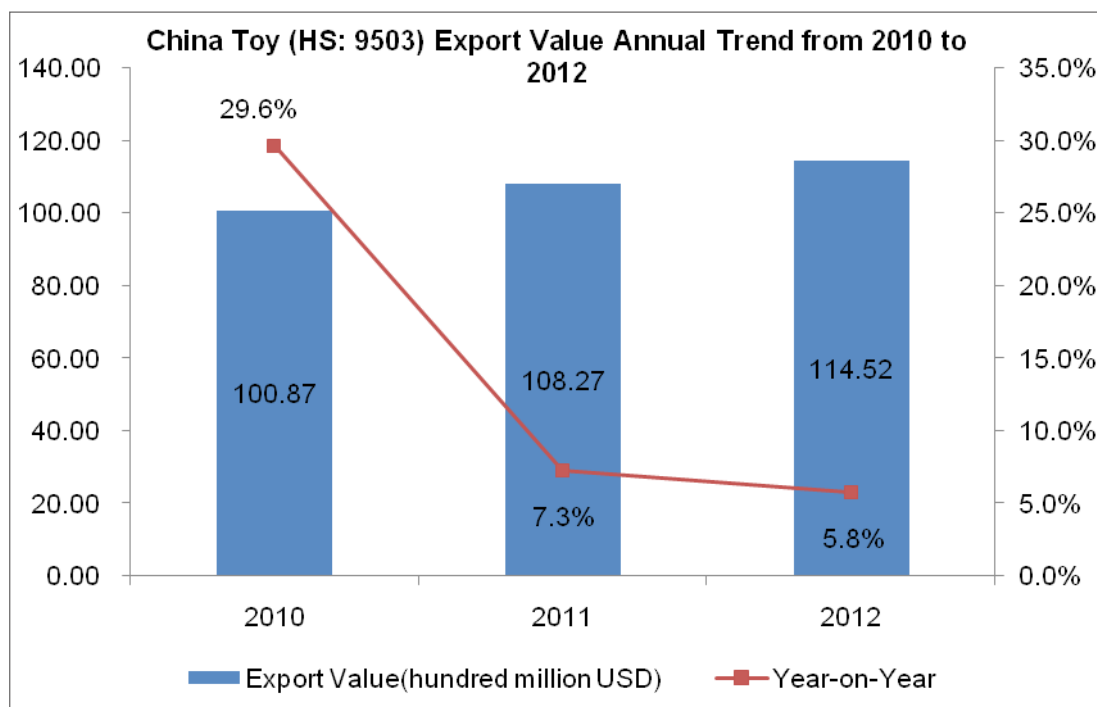
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Note:

HS Code	Product Name
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".

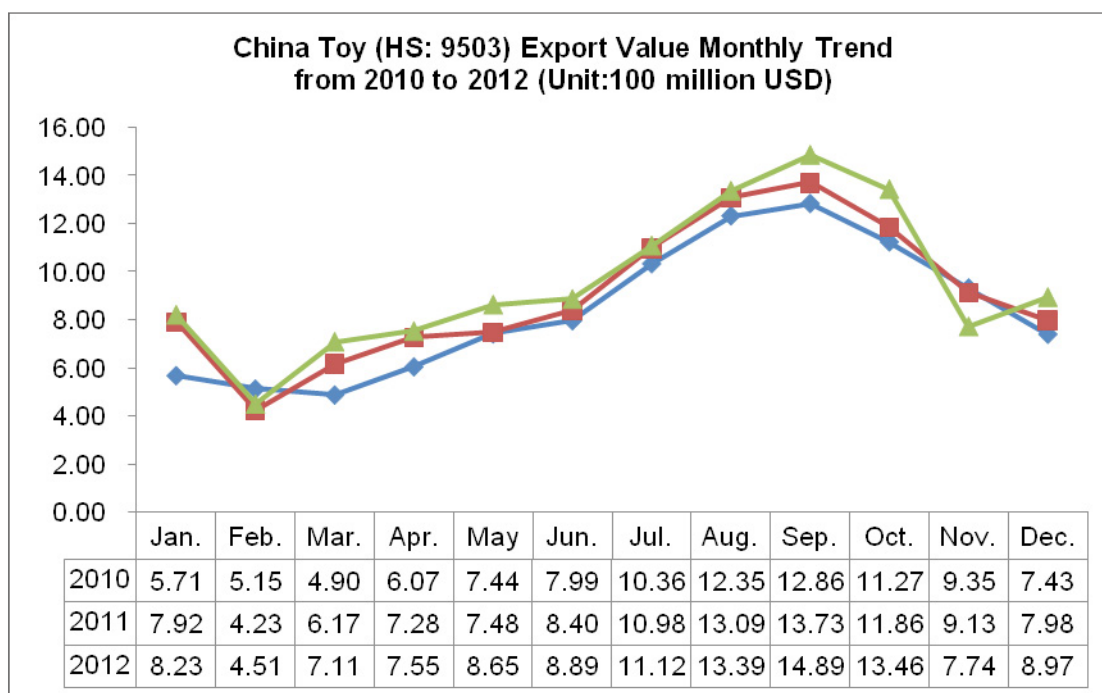
1. China Toy (HS: 9503) Export Trend Analysis from 2010 to 2012

1.1. China Toy Export Value Trend from 2010 to 2012



As can be seen from the above chart, China toy export value increased year by year from 2010 to 2012. The export value of 2012 amounted to 11.452 billion US dollars, with an increase of 5.8% compared to the same period of 2011.

1.2. China Toy Export Value Monthly Trend from 2010 to 2012



As can be seen from the chart of China toy export value monthly trend from 2010 to 2012, the export value of 2012 peaked in September and slumped in February.

1.3. China Toy Export Markets Analysis from 2010 to 2012

No.	Countries/ Regions	Export Value (USD)			Export Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	USA	3,854,900,353	3,846,713,657	4,035,010,123	4.67%
2	Hong Kong	732,251,849	820,597,188	806,729,887	10.17%
3	UK	653,215,960	646,004,516	691,751,459	5.90%
4	Japan	418,493,616	490,432,939	525,324,878	25.53%
5	Germany	442,774,866	478,512,342	456,300,191	3.05%
6	Philippines	316,660,081	441,727,953	388,404,340	22.66%
7	France	303,208,076	312,700,827	308,065,925	1.60%
8	Australia	195,455,634	228,210,343	263,509,814	34.82%
9	Canada	249,020,764	255,769,612	261,241,485	4.91%
10	The Russian Federation	197,492,006	208,098,459	260,823,331	32.07%
11	Singapore	82,467,622	98,753,848	260,310,048	215.65%
12	Mexico	193,122,511	236,778,041	246,013,860	27.39%
13	Netherlands	215,238,430	241,028,403	226,939,918	5.44%
14	Italy	250,383,833	237,054,416	198,570,974	-20.69%
15	South Korea	103,587,500	132,082,425	174,086,721	68.06%
16	Spain	196,775,760	193,317,669	172,565,107	-12.30%
17	UAE	123,984,550	145,642,177	172,002,707	38.73%
18	Brazil	116,458,165	142,330,493	155,016,513	33.11%
19	Chile	103,357,312	125,907,427	137,833,522	33.36%
20	Malaysia	41,743,326	42,154,372	137,216,845	228.72%

The first three largest export markets of China toy are the USA, Hong Kong and the UK. China's export value to the USA, Hong Kong and the UK in 2012 were 4.305 billion US dollars, 807 million US dollars and 692 million US dollars separately, with an increase of 4.67%, 10.17% and 5.90% compared to 2010. Among the above twenty export markets, the export value of China toy to Malaysia increased the largest, with an increase of 228.72% compared 2012 with 2010, followed by Singapore, with an increase of 215.65%.

1.4. China Toy Export Market Share Analysis from 2010 to 2012

No.	Countries/Regions	Value Percentage		
		2010	2011	2012
1	USA↓	38.21%	35.53%	35.23%
2	Hong Kong	7.26%	7.58%	7.04%
3	UK	6.48%	5.97%	6.04%
4	Japan↑	4.15%	4.53%	4.59%
5	Germany	4.39%	4.42%	3.98%
6	Philippines	3.14%	4.08%	3.39%
7	France↓	3.01%	2.89%	2.69%
8	Australia↑	1.94%	2.11%	2.30%
9	Canada↓	2.47%	2.36%	2.28%
10	The Russian Federation	1.96%	1.92%	2.28%
11	Singapore↑	0.82%	0.91%	2.27%
12	Mexico	1.91%	2.19%	2.15%
13	Netherlands	2.13%	2.23%	1.98%
14	Italy↓	2.48%	2.19%	1.73%
15	South Korea↑	1.03%	1.22%	1.52%
16	Spain↓	1.95%	1.79%	1.51%
17	UAE↑	1.23%	1.35%	1.50%
18	Brazil↑	1.15%	1.31%	1.35%
19	Chile↑	1.02%	1.16%	1.20%
20	Malaysia	0.41%	0.39%	1.20%

Note: “↑”represents that the indicators listed continued to increase from 2010 to 2012, “↓”represents that the indicators listed continued to decrease from 2010 to 2012.

The data of 2012 shows that the USA, Hong Kong and the UK, the first three largest export markets of China to, accounted for 35.23%, 7.04% and 6.04% of the total export value of the same product of China separately.

Judging from the three-year market share, the import value in proportion of Japan, Australia, Singapore, South Korea, the United Arab Emirates, Brazil and Chile continued to rise, while that of the United States, France, Canada, Italy and Spain continued to decline.

2. China Toy (HS: 9503) Exports from Jan. to Sep. in 2013

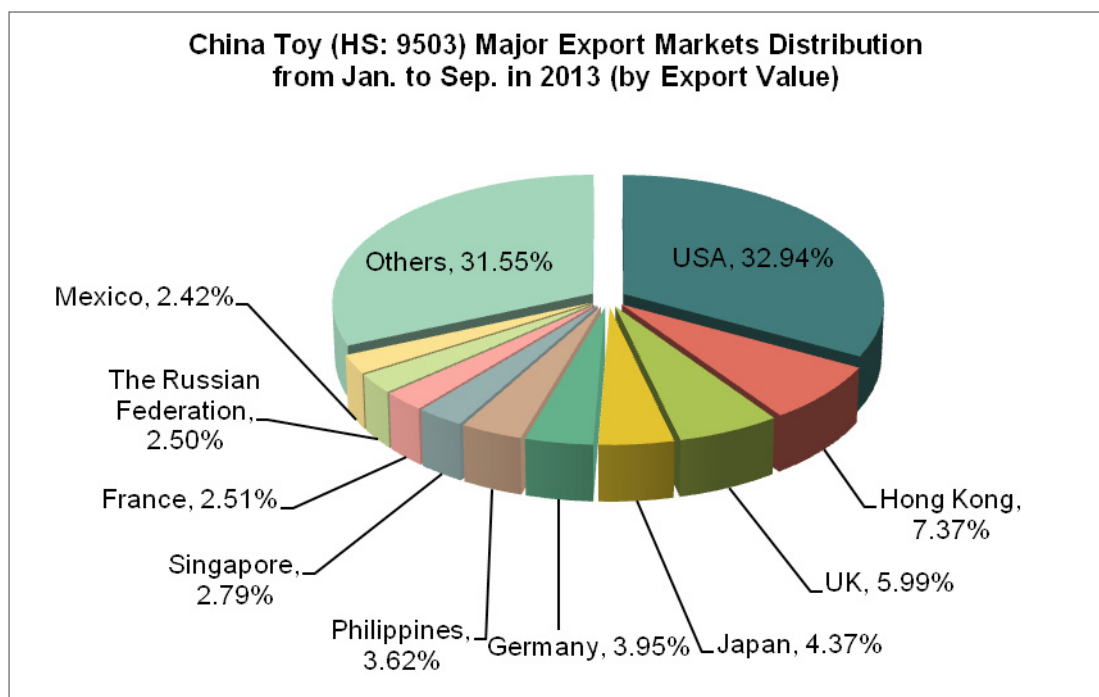
2.1. China Toy Export Volume and Value from Jan. to Sep. in 2013

Month	Volume (-)	Value (USD)	Year-on-Year	
			Volume	Value
January	2,984,318,420	842,696,736	8.9%	2.4%
February	1,877,144,807	572,789,425	65.8%	26.9%
March	1,392,618,753	640,336,044	-11.7%	-9.9%
April	1,840,826,086	780,390,380	16.5%	3.3%
May	1,922,125,878	863,839,515	13.3%	-0.2%
June	1,886,290,111	951,568,405	20.8%	7.1%
July	2,085,407,864	1,296,571,750	33.9%	16.6%
August	2,407,723,005	1,521,459,123	36.3%	13.6%
September	2,160,723,409	1,487,358,072	30.6%	-0.1%
Jan. to Sep. Total	18,557,178,333	8,957,009,450	21.5%	6.2%

The export value of China toy from Jan. to September in 2013 amounted to 8.957 billion US dollars, with an increase of 6.2%.

2.2. China Toy Major Export Countries/Regions Distribution from Jan. to Sep. in 2013

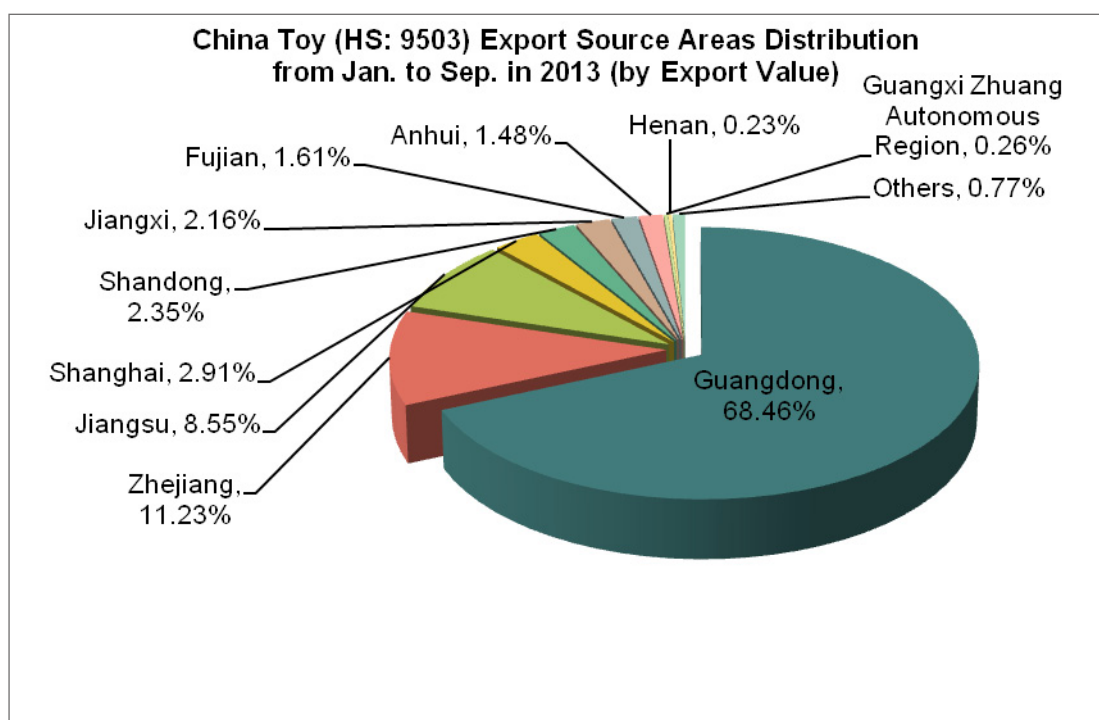
No.	Countries	Volume (-)	Value (USD)	Year-on-Year	
				Volume	Volume
1	USA	4,271,731,393	2,950,158,733	13.5%	5.5%
2	Hong Kong	951,828,725	659,937,837	0.3%	10.1%
3	UK	522,053,371	536,417,011	2.1%	0.2%
4	Japan	525,221,274	390,991,820	-5%	8.9%
5	Germany	423,970,971	353,388,699	8%	2%
6	Philippines	731,911,414	324,665,186	1.7%	2.9%
7	Singapore	377,011,946	249,715,896	36.9%	37.2%
8	France	211,353,857	224,676,825	-10.4%	-8.4%
9	The Russian Federation	265,457,576	223,949,553	30.8%	16.5%
10	Mexico	513,896,741	216,803,416	25.7%	11.2%
11	Canada	222,842,114	212,373,391	17.2%	7.1%
12	Australia	236,522,817	204,035,116	12%	3.9%
13	Netherlands	366,120,574	186,742,699	-13.2%	5.1%
14	Belgium	199,186,460	151,738,797	17.8%	49.2%
15	South Korea	175,332,506	146,994,025	-3.3%	18.3%
16	Spain	205,384,904	134,389,352	23.7%	-3.5%
17	Italy	265,419,837	131,059,486	-8.3%	-14.2%
18	Brazil	161,514,003	130,834,753	-21.5%	6.4%
19	Chile	331,926,739	114,988,234	40.9%	7.4%
20	UAE	240,335,836	106,956,826	-7.5%	-21.2%



China's main export markets of toys were the United States, Hong Kong and Japan and etc. from Jan. to September in 2013. The export value to the United States accounted for 32.94% of our country's total export value of the product.

2.3. China Toy Export Source Areas from Jan. to Sep. in 2013

No.	Regions	Volume (kg)	Value (USD)	Year-on-Year	
				Volume	Value
1	Guangdong	7,298,206,871	6,131,707,517	-7.6%	5.4%
2	Zhejiang	3,340,934,647	1,006,010,457	48.9%	19%
3	Jiangsu	2,078,085,916	765,472,620	7.8%	1.3%
4	Shanghai	174,633,223	260,247,639	5%	-8.6%
5	Shandong	170,148,430	210,175,641	33.7%	-0.6%
6	Jiangxi	195,557,005	193,244,338	39.7%	41.9%
7	Fujian	376,765,804	144,167,400	24.1%	-5.5%
8	Anhui	89,566,143	132,994,409	2%	4.9%
9	Guangxi Zhuang Autonomous Region	145,152,352	23,025,546	70.3%	58.4%
10	Henan	62,876,046	20,908,436	-4.5%	-17.8%



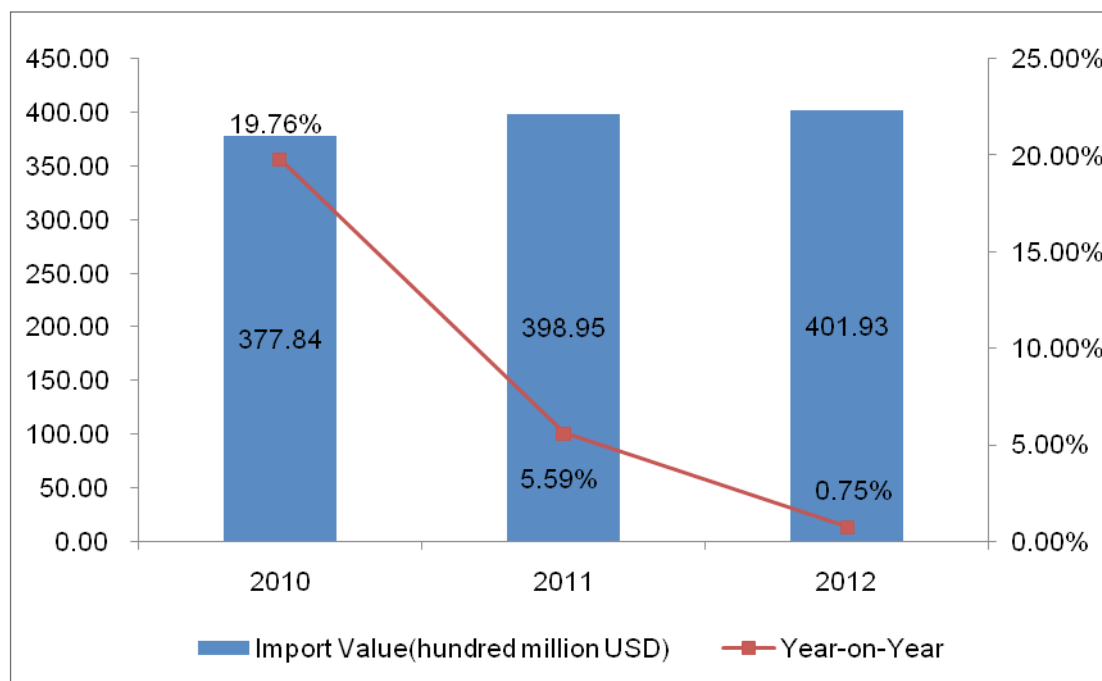
China toys were mainly exported from Guangdong, Zhejiang and Jiangsu from Jan. to September in 2013. among of which, the export value of Guangdong toys accounted for 68.46% of China's total export value of the product, and the export value of Zhejiang and Jiangsu accounted for 11.23% and 8.55% respectively of China's total export value of the product.

(Source: China Customs Network)

3. Global Toy (HS: 9503) Import and Export Trend Analysis

3.1. Global Toy Import Trend Analysis from 2010 to 2012

3.1.1. Global Toy Import Value Trend from 2010 to 2012



Global toys import value increased year by year from 2010 to 2012. And the total import value of the three years amounted to 37.784 billion US dollars, 39.895 billion US dollars and 40.193 billion US dollars respectively, among of which, the import value of 2012 increased slightly by 0.75% year on year.

3.1.2. Global Toy Major Import Countries/Regions from 2010 to 2012

No.	Import Countries/ Regions	Import Value (Thousand USD)			Import Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	USA	11,916,515	11,527,881	11,545,197	-3.12%
2	Germany	2,275,505	2,669,542	2,517,016	10.61%
3	UK	2,437,715	2,364,953	2,387,736	-2.05%
4	Hong Kong	2,285,455	2,228,510	2,284,463	-0.04%
5	Japan	1,659,572	1,905,208	2,089,156	25.89%
6	France	1,803,227	2,015,203	1,877,735	4.13%
7	Canada	1,198,852	1,209,874	1,316,966	9.85%
8	The Russian Federation	860,780	990,491	1,232,337	43.17%
9	Italy	1,124,411	1,134,485	993,363	-11.65%
10	Australia	772,734	853,514	928,429	20.15%
11	Belgium	937,782	1,001,678	906,080	-3.38%
12	Mexico	688,635	810,379	825,465	19.87%
13	Netherlands	747,661	771,262	796,383	6.52%
14	Czech	610,385	762,582	794,967	30.24%
15	Spain	936,148	911,713	793,257	-15.26%
16	Poland	460,268	502,840	498,958	8.41%
17	South Korea	319,138	407,499	475,297	48.93%
18	Brazil	313,257	396,993	401,966	28.32%
19	Denmark	327,679	359,992	388,543	18.57%
20	Turkey	285,557	419,339	369,286	29.32%

The United States, Germany and the United Kingdom are the world's three largest toy import countries from 2010 to 2012. Among the global top twenty toy import markets in 2012, South Korea's import value of toy increased by 48.93% compared to that of 2010, which was the largest increase.

3.1.3. Global Toy Major Import Countries/Regions Market Share from 2010 to 2012

No.	Import Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	USA ↓	31.54%	28.90%	28.72%
2	Germany	6.02%	6.69%	6.26%
3	UK	6.45%	5.93%	5.94%
4	Hong Kong	6.05%	5.59%	5.68%
5	Japan ↑	4.39%	4.78%	5.20%
6	France	4.77%	5.05%	4.67%
7	Canada	3.17%	3.03%	3.28%
8	The Russian Federation ↑	2.28%	2.48%	3.07%
9	Italy ↓	2.98%	2.84%	2.47%
10	Australia ↑	2.05%	2.14%	2.31%
11	Belgium	2.48%	2.51%	2.25%
12	Mexico ↑	1.82%	2.03%	2.05%
13	Netherlands	1.98%	1.93%	1.98%
14	Czech ↑	1.62%	1.91%	1.98%
15	Spain ↓	2.48%	2.29%	1.97%
16	Poland	1.22%	1.26%	1.24%
17	South Korea ↑	0.84%	1.02%	1.18%
18	Brazil	0.83%	1.00%	1.00%
19	Denmark ↑	0.87%	0.90%	0.97%
20	Turkey	0.76%	1.05%	0.92%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the market share, the import value in proportion of Japan, the Russian Federation, Australia, Mexico, the Czech Republic, South Korea and Denmark continued to rise, while that of the United States, Italy and Spain continued to decline from 2010 to 2012.

3.1.4. Global Toy Major Import Countries from Jan. to August in 2013

No.	Major Import Countries/Regions	Import Value of Jan.-August 2013 (thousand US dollars)	Year-on-Year
1	USA	6,306,643	1.54%
2	Germany	1,550,858	7.34%
3	Japan	1,244,552	-3.15%
4	UK	1,232,281	-1.83%
5	France	1,021,241	4.84%
6	The Russian Federation	820,960	18.08%
7	Canada	772,895	5.03%
8	Australia	573,042	1.77%
9	Belgium	565,486	13.14%
10	Czech	564,107	25.39%
11	Italy	481,307	-8.05%
12	Netherlands	469,517	-2.65%
13	Mexico	443,325	-0.79%
14	Spain	421,777	0.66%
15	South Korea	349,819	16.64%
16	Poland	340,952	22.59%
17	Brazil	275,181	-0.14%
18	Turkey	239,757	0.27%
19	Austria	223,085	3.01%
20	China	221,402	54.78%

From Jan. to August in 2013, global toy major import countries and regions were the United States, Germany, Japan, the UK, France, the Russian Federation, Canada, Australia, Belgium and the Czech Republic and etc. Among the global top twenty toy import markets from Jan. to August in 2013, the import value in Japan, Italy, the Netherlands, Mexico and Brazil all decreased slightly year on year.

3.2. Global Toy Export Trend Analysis from 2010 to 2012

3.2.1. Global Toy Major Export Countries/Regions from 2010 to 2012

No.	Export Countries/ Regions	Export Value (Thousand USD)			Export Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	10,087,485	10,827,046	11,450,207	13.51%
2	Hong Kong	4,434,084	4,228,405	4,379,160	-1.24%
3	Czech	1,373,973	1,777,796	2,006,343	46.02%
4	Germany	1,542,099	1,733,397	1,733,747	12.43%
5	USA	706,783	822,639	962,836	36.23%
6	Mexico	559,183	638,143	769,370	37.59%
7	Denmark	614,290	736,588	713,024	16.07%
8	Netherlands	625,677	771,378	708,071	13.17%
9	Belgium	629,501	714,229	644,345	2.36%
10	France	453,741	522,353	543,613	19.81%
11	UK	452,306	508,505	480,603	6.26%
12	Taiwan	379,608	428,162	468,871	23.51%
13	Italy	426,308	455,971	401,399	-5.84%
14	Spain	410,845	413,662	390,000	-5.07%
15	Vietnam	155,756	193,712	352,319	126.20%
16	Indonesia	289,980	273,259	347,068	19.69%
17	Hungary	256,813	281,769	268,171	4.42%
18	Canada	280,182	232,370	241,828	-13.69%
19	Thailand	227,604	202,981	203,024	-10.80%
20	Poland	92,188	141,902	174,075	88.83%

China, Hong Kong and the Czech Republic are the world's three largest toy export markets from 2010 to 2012. Among the global top twenty toy export markets in 2012, Vietnam's export value of toy increased by 126.20% compared to that of 2010, which was the largest increase, followed by Poland, the export value of which increased by 88.83% compared to that of 2010.

3.2.2. Global Toy Major Export Countries/Regions Market Share from 2010 to 2012

No.	Export Countries/ Regions	Export Value Percentage		
		2010	2011	2012
1	China	39.19%	38.85%	39.24%
2	Hong Kong ↓	17.22%	15.17%	15.01%
3	Czech ↑	5.34%	6.38%	6.88%
4	Germany	5.99%	6.22%	5.94%
5	USA ↑	2.75%	2.95%	3.30%
6	Mexico ↑	2.17%	2.29%	2.64%
7	Denmark	2.39%	2.64%	2.44%
8	Netherlands	2.43%	2.77%	2.43%
9	Belgium	2.45%	2.56%	2.21%
10	France	1.76%	1.87%	1.86%
11	UK	1.76%	1.82%	1.65%
12	Taiwan ↑	1.47%	1.54%	1.61%
13	Italy ↓	1.66%	1.64%	1.38%
14	Spain ↓	1.60%	1.48%	1.34%
15	Vietnam ↑	0.61%	0.70%	1.21%
16	Indonesia	1.13%	0.98%	1.19%
17	Hungary	1.00%	1.01%	0.92%
18	Canada	1.09%	0.83%	0.83%
19	Thailand ↓	0.88%	0.73%	0.70%
20	Poland ↑	0.36%	0.51%	0.60%

Note: “↑”represents that the indicators listed continued to increase from 2010 to 2012, “↓”represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the market share, the export value of 2010-2012 in proportion of the Czech Republic, the United States, Mexico, Taiwan, Vietnam and Poland continued to rise, while that of Hong Kong, Italy, Spain and Thailand continued to decline.

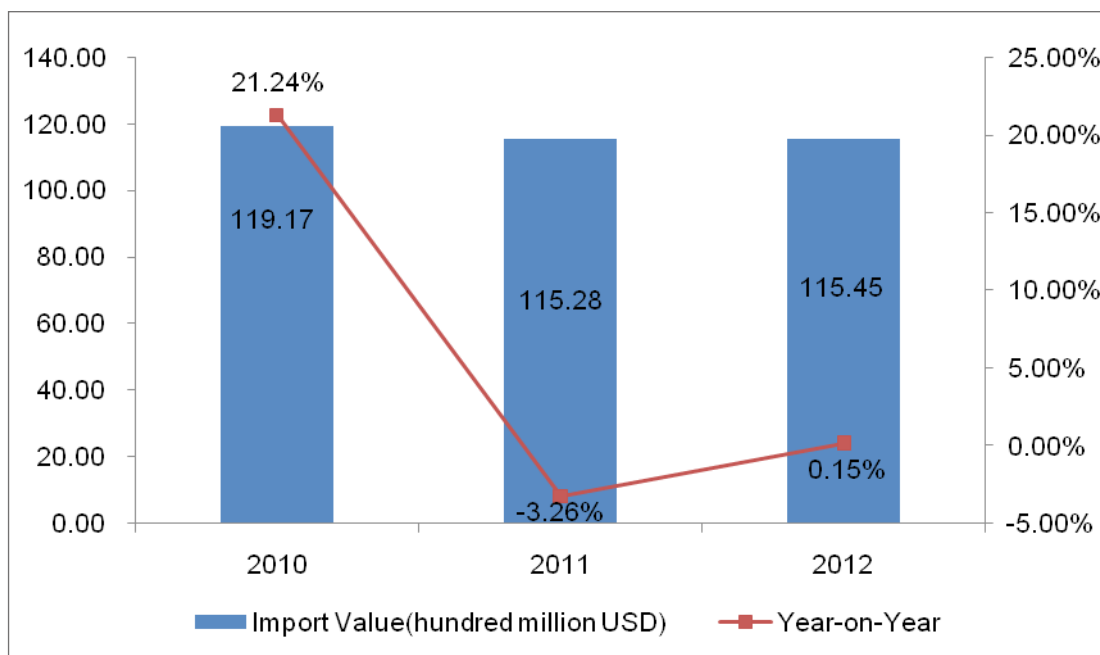
3.2.3. Global Toy Major Export Countries from Jan. to August in 2013

NO.	Major Export Countries/Regions	Export Value of Jan.-August 2013 (thousand US dollars)	Year-on-Year
1	China	7,473,043	7.62%
2	Czech	1,352,814	27.57%
3	Germany	1,074,212	11.29%
4	USA	615,442	6.88%
5	Mexico	495,181	4.60%
6	Belgium	397,431	14.66%
7	Netherlands	379,356	0.17%
8	France	310,021	14.57%
9	UK	288,133	8.70%
10	Taiwan	257,526	-15.71%
11	Italy	252,750	4.58%
12	Indonesia	245,677	9.98%
13	Spain	243,441	9.67%
14	Poland	180,081	68.98%
15	Thailand	155,663	21.15%
16	Hungary	154,923	5.09%
17	Denmark	123,813	28.05%
18	Canada	119,805	-12.28%
19	Malta	96,514	1.47%
20	Japan	84,685	-12.34%

From Jan. to August in 2013, global toy major export countries and regions were China, the Czech Republic, Germany, the United States, Mexico, Belgium, the Netherlands, France, the United Kingdom and Taiwan and etc. Among the global top twenty toy import markets from Jan. to August in 2013, the import value only in Taiwan, Canada and Japan decreased year on year, with a decrease of 15.71%, 12.28% and 12.34% respectively.

4. The United States Toy (HS: 9503) Import and Export Trend Analysis

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



The United States' import value of toy from 2010 to 2012 amounted to 11.917 billion US dollars, 11.528 billion US dollars and 11.545 billion US dollars. The import value of 2012 increased by 0.15% year on year, but decreased by 3.12% compared to that of the same period of 2010.

4.2. The United States Toy Major Import Countries/Regions from 2010 to 2012

NO.	Export Countries/ Regions	Export Value (Thousand USD)			Export Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	10,419,111	9,979,394	9,887,161	-5.11%
2	Mexico	290,038	367,060	575,396	98.39%
3	Indonesia	177,120	185,272	201,222	13.61%
4	Taiwan	142,753	148,270	172,921	21.13%
5	Vietnam	88,575	96,605	117,601	32.77%
6	Hong Kong	54,504	77,154	82,019	50.48%
7	Canada	85,281	61,851	78,166	-8.34%
8	Denmark	272,587	234,066	73,321	-73.10%
9	Thailand	86,899	72,720	70,719	-18.62%
10	Germany	49,054	48,675	52,776	7.59%
11	Malaysia	55,391	50,701	45,128	-18.53%
12	Japan	40,612	40,208	36,366	-10.46%
13	Italy	24,906	21,929	25,933	4.12%
14	UK	13,834	16,894	15,621	12.92%
15	Czech	15,451	20,050	12,324	-20.24%
16	South Korea	17,481	13,657	8,734	-50.04%
17	Hungary	11,443	11,308	7,970	-30.35%
18	France	5,702	8,029	7,910	38.72%
19	Philippines	9,829	11,085	7,877	-19.86%
20	Spain	5,947	5,900	5,573	-6.29%

China, Mexico and Indonesia were the three largest import markets of the United States Toys from 2010 to 2012. The United States Toys were mainly imported from Asia areas.

4.3. The United States Toy Major Import Countries/Regions Market Share from 2010 to 2012

NO.	Import Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	China ↓	87.43%	86.57%	85.64%
2	Mexico ↑	2.43%	3.18%	4.98%
3	Indonesia ↑	1.49%	1.61%	1.74%
4	Taiwan ↑	1.20%	1.29%	1.50%
5	Vietnam ↑	0.74%	0.84%	1.02%
6	Hong Kong ↑	0.46%	0.67%	0.71%
7	Canada	0.72%	0.54%	0.68%
8	Denmark ↓	2.29%	2.03%	0.64%
9	Thailand ↓	0.73%	0.63%	0.61%
10	Germany ↑	0.41%	0.42%	0.46%
11	Malaysia ↓	0.46%	0.44%	0.39%
12	Japan	0.34%	0.35%	0.31%
13	Italy	0.21%	0.19%	0.22%
14	UK	0.12%	0.15%	0.14%
15	Czech	0.13%	0.17%	0.11%
16	South Korea ↓	0.15%	0.12%	0.08%
17	Hungary	0.10%	0.10%	0.07%
18	France	0.05%	0.07%	0.07%
19	Philippines	0.08%	0.10%	0.07%
20	Spain	0.05%	0.05%	0.05%

Note: “↑”represents that the indicators listed continued to increase from 2010 to 2012, “↓”represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the market share, the import value of 2010-2012 in proportion of Mexico, Indonesia, Taiwan, Vietnam, Hong Kong and Germany continued to rise, while that of China, Denmark, Thailand, Malaysia and South Korea continued to decline.

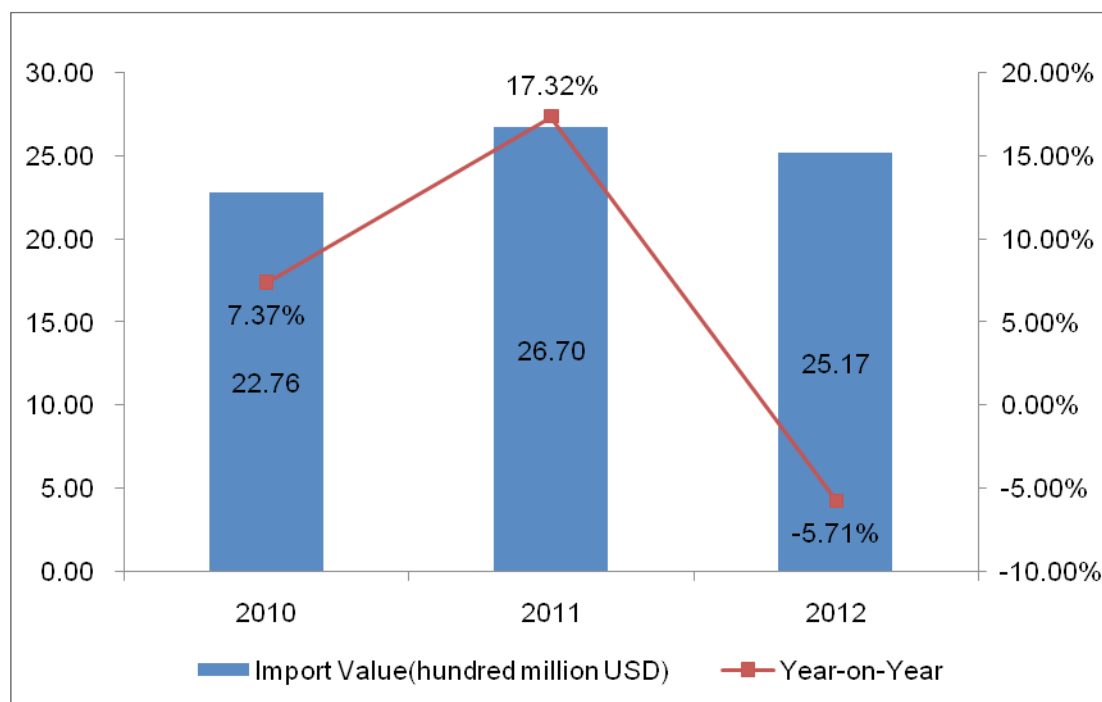
4.4. The United States Toy Major Export Countries from Jan. to August in 2013

NO.	Major Export Countries/ Regions	Export Value of Jan.- August 2013 (thousand US dollars)	Year on Year	Percentage
	Total	6,306,643	1.54%	100%
1	China	5,267,545	0.96%	83.52%
2	Mexico	367,454	10.94%	5.83%
3	Indonesia	148,219	20.58%	2.35%
4	Taiwan	85,371	-21.57%	1.35%
5	Vietnam	80,117	24.19%	1.27%
6	Thailand	52,225	27.03%	0.83%
7	Hong Kong	40,134	-23.45%	0.64%
8	Canada	36,972	-2.97%	0.59%
9	Denmark	34,271	-34.32%	0.54%
10	Malaysia	33,954	12.02%	0.54%
11	Germany	30,247	-5.43%	0.48%
12	UK	20,035	94.23%	0.32%
13	Japan	19,865	-19.56%	0.31%
14	Italy	14,337	-10.25%	0.23%
15	Czech	9,746	23.79%	0.15%
16	Hungary	7,317	52.82%	0.12%
17	France	6,061	22.57%	0.10%
18	South Korea	5,540	0.25%	0.09%
19	Israel	4,378	162.00%	0.07%
20	Philippines	4,248	-17.42%	0.07%

From Jan. to August in 2013, the United States toy major export countries and regions were China, Mexico, Indonesia, Taiwan, Vietnam, Thailand, Hong Kong, Canada, Denmark and Malaysia and so on. Among the United States top twenty toy import countries and regions from Jan. to August in 2013, the USA's import value from Israel increased significantly by 162.00%, while that from Taiwan, Hong Kong, Canada, Denmark, Germany, Japan, Italy and the Philippines declined in different degrees compared to the same period of last year.

5. Germany Toy (HS: 9503) Import and Export Trend Analysis

5.1. Germany Toy Import Value Trend from 2010 to 2012



Germany's import value of toy from 2010 to 2012 amounted to 2.276 billion US dollars, 2.670 billion US dollars and 2.517 billion US dollars. The import value of 2012 decreased by 5.71% year on year, but increased by 10.61% compared to that of the same period of 2010.

5.2. Germany Toy Major Import Countries/Regions from 2010 to 2012

NO.	Export Countries/ Regions	Export Value (Thousand USD)			Export Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	1,156,518	1,267,089	1,170,095	1.17%
2	Czech	429,469	521,931	544,838	26.86%
3	Netherlands	124,398	197,232	183,648	47.63%
4	Malta	93,731	118,906	111,376	18.83%
5	Hungary	44,477	51,342	50,406	13.33%
6	France	28,540	40,137	41,719	46.18%
7	Hong Kong	36,528	38,596	34,391	-5.85%
8	Italy	37,278	38,639	33,593	-9.89%
9	Denmark	14,746	19,644	28,920	96.12%
10	UK	17,972	25,242	25,905	44.14%
11	Taiwan	23,931	26,899	24,798	3.62%
12	Spain	24,269	27,071	22,560	-7.04%
13	Indonesia	25,031	28,401	22,316	-10.85%
14	Tunisia	19,279	24,458	18,964	-1.63%
15	Vietnam	24,058	38,564	18,494	-23.13%
16	Austria	15,644	19,870	17,264	10.36%
17	Romania	7,678	13,816	16,884	119.90%
18	USA	14,861	15,748	16,741	12.65%
19	Poland	9,617	16,966	16,074	67.14%
20	Slovakia	24,114	20,071	15,254	-36.74%

China, the Czech Republic and the Netherlands were the three largest toy import markets of Germany toys from 2010 to 2012. Among the top twenty toy import markets in 2012, Germany's import value of toys from Romania increased by 119.90% compared to the same period of 2010, which is a large increase, but the import value from Hong Kong, Italy, Spain, Indonesia, Tunisia, Vietnam and Slovakia decreased compared to 2010.

5.3. Germany Toy Major Import Countries/Regions Market Share from 2010 to 2012

NO.	Export Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	China ↓	50.82%	47.46%	46.49%
2	Czech ↑	18.87%	19.55%	21.65%
3	Netherlands	5.47%	7.39%	7.30%
4	Malta	4.12%	4.45%	4.42%
5	Hungary	1.95%	1.92%	2.00%
6	France ↑	1.25%	1.50%	1.66%
7	Hong Kong ↓	1.61%	1.45%	1.37%
8	Italy ↓	1.64%	1.45%	1.33%
9	Denmark ↑	0.65%	0.74%	1.15%
10	UK ↑	0.79%	0.95%	1.03%
11	Taiwan ↓	1.05%	1.01%	0.99%
12	Spain ↓	1.07%	1.01%	0.90%
13	Indonesia ↓	1.10%	1.06%	0.89%
14	Tunisia	0.85%	0.92%	0.75%
15	Vietnam	1.06%	1.44%	0.73%
16	Austria	0.69%	0.74%	0.69%
17	Romania ↑	0.34%	0.52%	0.67%
18	USA	0.65%	0.59%	0.67%
19	Poland	0.42%	0.64%	0.64%
20	Slovakia ↓	1.06%	0.75%	0.61%

Note: “↑”represents that the indicators listed continued to increase from 2010 to 2012, “↓”represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the market share, China is Germany's most important import source area of toys, and almost half of Germany toys are imported from China, while the Czech Republic held approximately German 1/5 market share. The import value of 2010-2012 in proportion of the Czech Republic, France, Denmark, the UK and Romania continued to rise, while that of China, Hong Kong, Italy, Taiwan, Spain, Indonesia and Slovakia continued to decline.

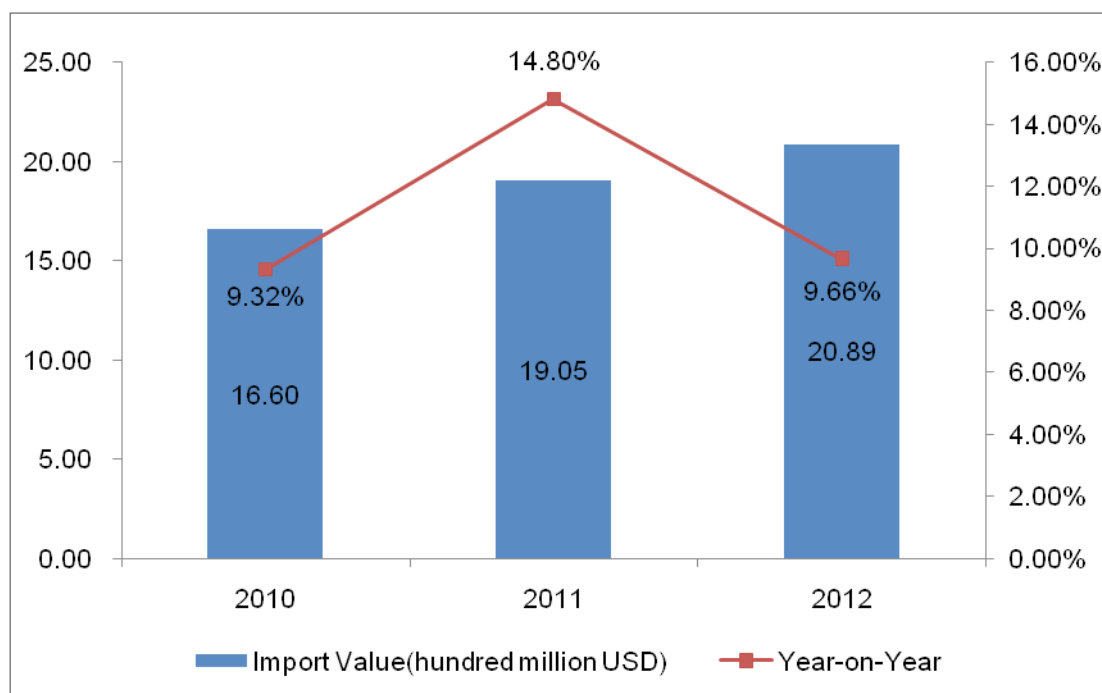
5.4. Germany Toy Major Export Countries from Jan. to August in 2013

NO.	Major Export Countries/ Regions	Export Value of Jan.-August 2013 (thousand US dollars)	Year on Year	Percentage
	Total	1,550,858	7.34%	100%
1	China	598,077	-2.76%	38.56%
2	Czech	360,164	20.44%	23.22%
3	Netherlands	130,272	2.16%	8.40%
4	Malta	89,751	11.32%	5.79%
5	Hungary	33,009	28.04%	2.13%
6	France	30,417	12.11%	1.96%
7	Austria	29,571	23.71%	1.91%
8	Italy	28,564	25.57%	1.84%
9	Hong Kong	25,665	31.95%	1.65%
10	UK	21,106	19.96%	1.36%
11	Spain	20,692	13.15%	1.33%
12	Denmark	20,020	61.61%	1.29%
13	Slovakia	17,712	-7.72%	1.14%
14	Vietnam	14,872	74.64%	0.96%
15	Taiwan	13,411	-14.33%	0.86%
16	Indonesia	12,456	1.21%	0.80%
17	USA	11,795	4.66%	0.76%
18	Belgium	11,751	3.29%	0.76%
19	Poland	7,765	-27.61%	0.50%
20	Sri Lanka	7,320	21.59%	0.47%

From Jan. to August in 2013, Germany toy major export countries and regions were China, the Czech Republic, the Netherlands, Malta, France, Hungary, Austria, Italy, Hong Kong and the United Kingdom and so on. Among Germany top twenty toy import countries and regions from Jan. to August in 2013, the import value only from China, Slovakia, Taiwan and Poland declined compared to the same period of last year.

6. Japan Toy (HS: 9503) Import and Export Trend Analysis

6.1. Japan Toy Import Value Trend from 2010 to 2012



Japan's import value of toy from 2010 to 2012 amounted to 1.660 billion US dollars, 1.905 billion US dollars and 2.089 billion US dollars. The import value of 2012 increased by 9.66% year on year, and increased by 25.89% compared to that of the same period of 2010.

6.2. Japan Toy Major Import Countries/Regions from 2010 to 2012

NO.	Export Countries/ Regions	Export Value (Thousand USD)			Export Value Growth Compared 2012 to 2010
		2010	2011	2012	
1	China	1,432,199	1,663,506	1,796,106	25.41%
2	Vietnam	39,928	45,195	78,398	96.35%
3	Thailand	45,566	43,132	40,718	-10.64%
4	Denmark	24,913	27,874	35,150	41.09%
5	Taiwan	23,233	25,968	30,340	30.59%
6	Philippines	13,292	12,025	18,275	37.49%
7	Germany	12,227	12,993	13,118	7.29%
8	Czech	11,384	14,067	11,062	-2.83%
9	South Korea	8,382	10,092	9,912	18.25%
10	USA	10,380	9,881	9,440	-9.06%
11	Hungary	7,015	4,747	7,218	2.89%
12	Italy	4,845	5,370	5,018	3.57%
13	Hong Kong	4,158	4,043	5,010	20.49%
14	Spain	4,618	4,865	4,041	-12.49%
15	Indonesia	1,717	1,975	3,634	111.65%
16	Switzerland	1,754	2,282	2,820	60.78%
17	Malaysia	2,207	3,367	2,660	20.53%
18	Mexico	585	1,022	1,965	235.90%
19	Austria	1,252	1,111	1,503	20.05%
20	UK	1,289	1,542	1,464	13.58%

China, Vietnam and Thailand were the three largest toy import markets of Japan toys from 2010 to 2012. Among the top twenty toy import markets in 2012, Japan's import value of toys from Indonesia and Mexico increased by 111.65% and 235.90% compared to the same period of 2010, which is a large increase, but the import value from Thailand, the Czech Republic, the United States and Spain decreased compared to 2010.

6.3. Japan Toy Major Import Countries/Regions Market Share from 2010 to 2012

NO.	Export Countries/ Regions	Import Value Percentage		
		2010	2011	2012
1	China	86.30%	87.31%	85.97%
2	Vietnam	2.41%	2.37%	3.75%
3	Thailand↓	2.75%	2.26%	1.95%
4	Denmark	1.50%	1.46%	1.68%
5	Taiwan	1.40%	1.36%	1.45%
6	Philippines	0.80%	0.63%	0.87%
7	Germany↓	0.74%	0.68%	0.63%
8	Czech	0.69%	0.74%	0.53%
9	South Korea	0.51%	0.53%	0.47%
10	USA↓	0.63%	0.52%	0.45%
11	Hungary	0.42%	0.25%	0.35%
12	Italy↓	0.29%	0.28%	0.24%
13	Hong Kong	0.25%	0.21%	0.24%
14	Spain↓	0.28%	0.26%	0.19%
15	Indonesia	0.10%	0.10%	0.17%
16	Switzerland↑	0.11%	0.12%	0.13%
17	Malaysia	0.13%	0.18%	0.13%
18	Mexico↑	0.04%	0.05%	0.09%
19	Austria	0.08%	0.06%	0.07%
20	UK	0.08%	0.08%	0.07%

Note: “↑” represents that the indicators listed continued to increase from 2010 to 2012, “↓” represents that the indicators listed continued to decrease from 2010 to 2012.

Judging from the market share, China is Japan's most important import source area of toys, and more than 80% of Japan toys are imported from China. The import value of 2010-2012 in proportion of Switzerland and Mexico continued to rise, while that of Thailand, Germany, the United States, Italy and Spain continued to decline.

6.4. Japan Toy Major Import Countries from Jan. to August in 2013

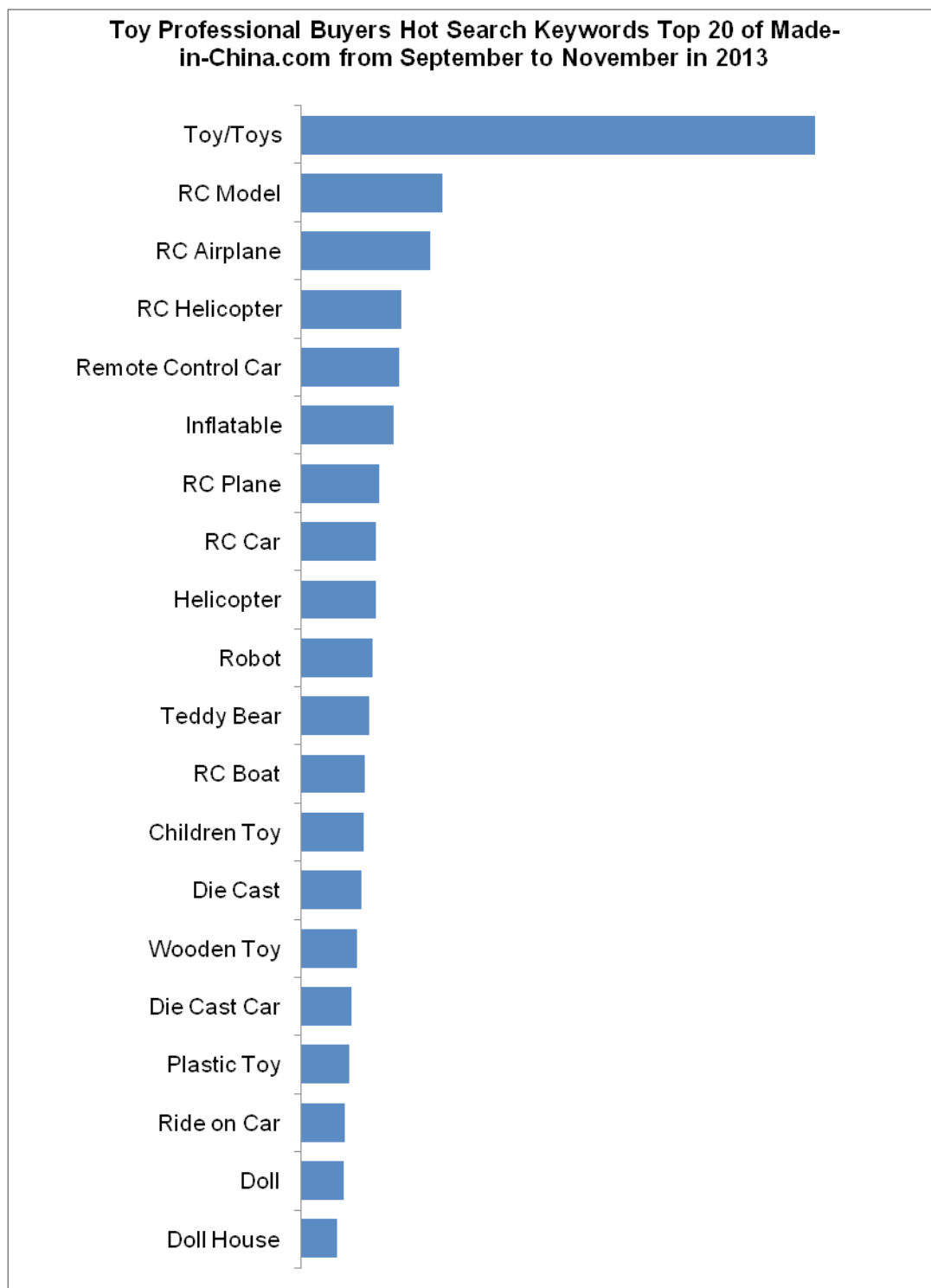
NO.	Major Export Countries/ Regions	Export Value of Jan.-August 2013 (thousand US dollars)	Year on Year	Percentage
	Total	1,244,552	-3.15%	100%
1	China	1,054,924	-4.39%	84.76%
2	Vietnam	47,414	-4.61%	3.81%
3	Thailand	32,908	32.85%	2.64%
4	Taiwan	19,826	3.45%	1.59%
5	Denmark	16,225	-25.71%	1.30%
6	Philippines	11,381	4.87%	0.91%
7	Mexico	9,499	1569.42%	0.76%
8	Germany	8,335	10.15%	0.67%
9	South Korea	6,630	-3.87%	0.53%
10	USA	5,940	-7.07%	0.48%
11	Hong Kong	3,730	25.89%	0.30%
12	Czech	3,275	-53.81%	0.26%
13	Spain	3,268	24.73%	0.26%
14	Indonesia	3,148	38.43%	0.25%
15	Malaysia	2,962	46.06%	0.24%
16	Italy	2,798	-11.20%	0.22%
17	Hungary	2,078	-37.67%	0.17%
18	UK	1,503	57.71%	0.12%
19	France	908	68.46%	0.07%
20	Canada	807	-22.92%	0.06%

From Jan. to August in 2013, Japan toy major export countries and regions were China, Vietnam, Thailand, Taiwan, Denmark, the Philippines, Mexico, Germany, South Korea and the United States and so on. Among Japan top twenty toy import countries and regions from Jan. to August in 2013, Japan's import value of toys from Mexico increased by 1569.42% compared to the same period of 2010, which is a large increase.

(Source: UN COMTRADE)

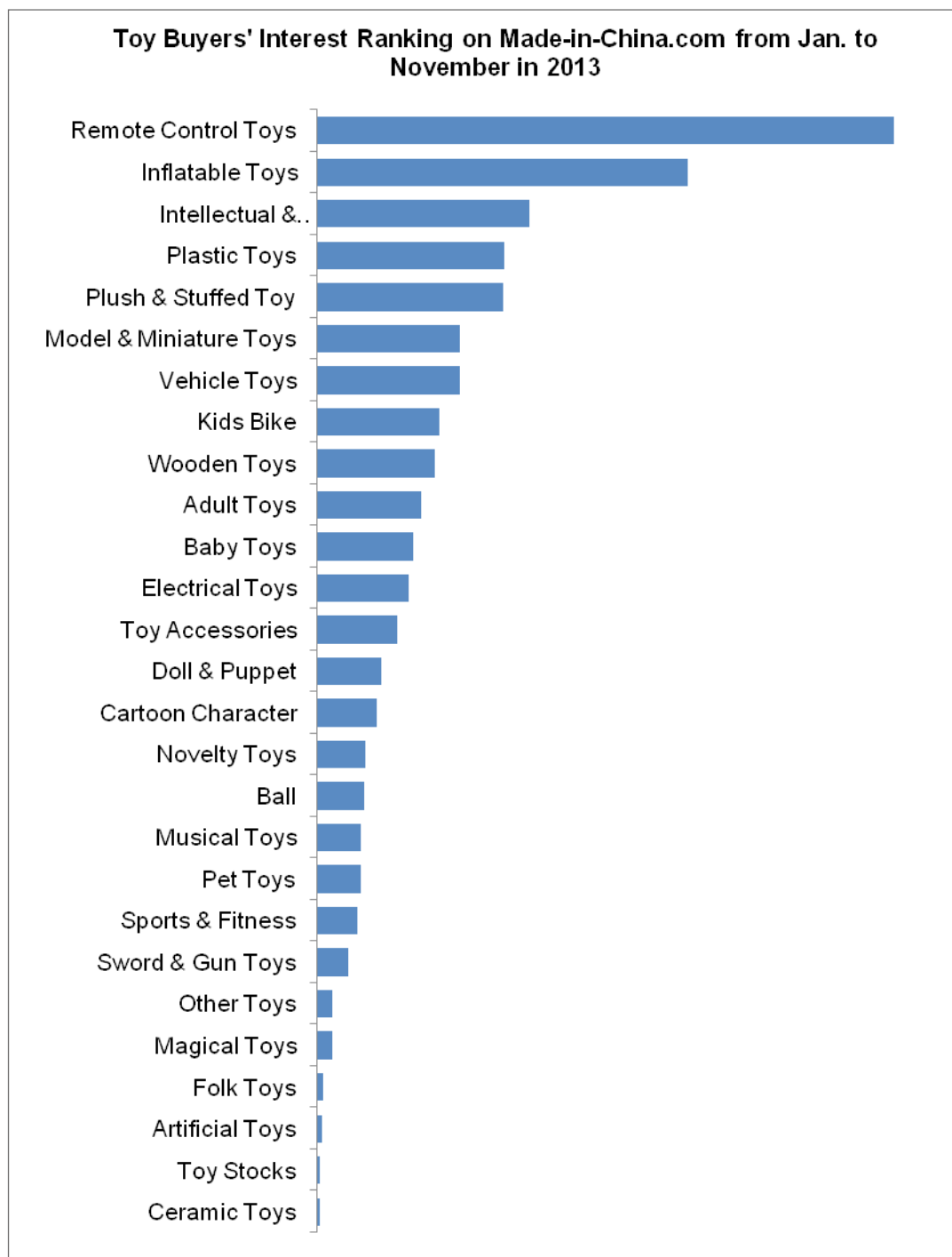
7. Toy Industry Data Analysis of Made-in-China.com

7.1. Toy Professional Buyers Hot Search Keywords of Made-in-China.com from September to November in 2013



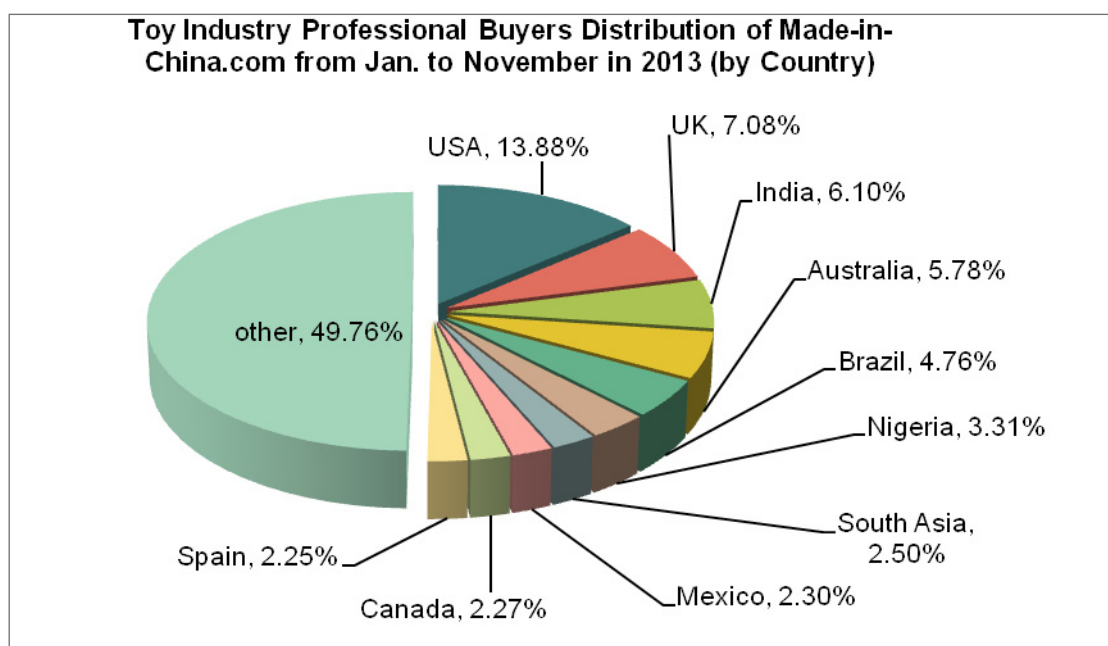
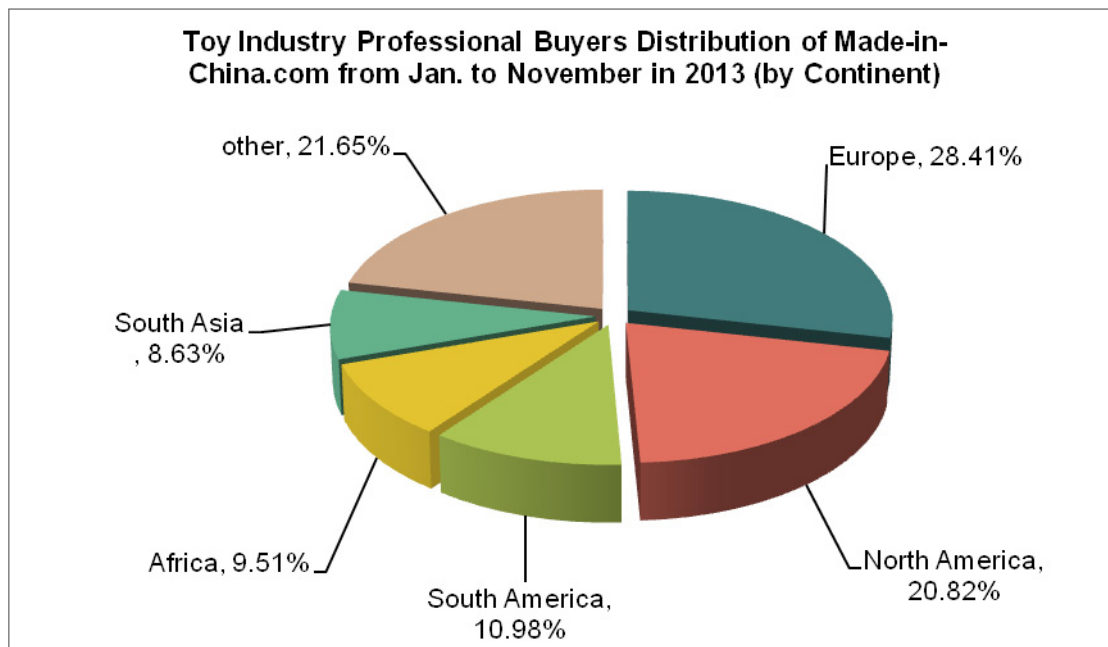
From Sep. to Nov. in 2013, the hottest search keyword of toy industry was Toy/Toys, followed by RC Model.

7.2. Toy Professional Buyers Interest Analysis of Made-in-China.com from Jan. to November in 2013 (By click rate)



From Jan. to November in 2013, according to the statistics of Made-in-China.com, buyers paid the highest attention to Remote Control Toys among all the sub-sectors of toy industry, followed by Inflatable Toys.

7.3. Toy Professional Buyers Distribution of Made-in-China.com from Jan. to November in 2013



From Jan. to November in 2013, by continent, inquiries of toys on Made-in-China.com were mainly from Europe, North America, South America, Africa and South Asia and other regions.

From Jan. to November in 2013, inquiries of toys on Made-in-China.com were mainly from the United States, the United Kingdom, India and Australia and etc., and enquiries from the United States accounted for 13.88% of the total enquiries in this industry.

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.

Name: Ms. Zhang Li *E-mail:* iar@made-in-china.com

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



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