

2014Q3 Toys

Industry Analysis Report

2015.02



Contents

1. 2014Q3 China Toys Exports Analysis.....	3
1.1. China Toys Main Export Products from Jan. to Sep. 2014.....	3
1.2. China Toys Exports Analysis from Jan. to Sep. 2014.....	4
1.2.1. China Toys Export Amount and Value from Jan. to Sep. 2014	4
1.2.2. China Toys Main Export Countries/Regions Distribution from Jan. to Sep. 2014	4
1.2.3. China Toys Original Places of Exported Goods from Jan. to Sep. 2014.....	6
2. 2014 Global Toys Imports and Exports Analysis.....	8
2.1. Global Toys Main Import Markets from Jan. to June 2014	8
2.2. Global Toys Main Export Markets from Jan. to June 2014.....	9
3. 2014 USA Toys Imports Analysis	10
4. 2014 German Toys Imports Analysis	11
5. 2014 United Kingdom Toys Imports Analysis.....	12
6. 2014 Toys Industry Data Analysis of Made-in-China.com	13
6.1. Toys Industry Hot Interest Ranking of Made-in-China.com from Jan. to Sep. 2014	13
6.2. Toys Industry Professional Buyers Hot Search Keywords of Made-in-China.com from July to Sep. 2014..	14
6.3. Toys Industry Professional Buyers Distribution of Made-in-China.com from Jan. to Sep. 2014	15

1. 2014Q3 China Toys Exports Analysis

HS Code	Product Name	Abbreviation in this paper
9503	Tricycles, scooters, pedal cars and similar wheeled toys; dais carriages; dolls; Other toys; reduced size ("scale") models and similar recreational models working or not; puzzles of all kinds	Toy

1.1. China Toys Main Export Products from Jan. to Sep. 2014

Product Name	Unit	Amount	Value	Compared with the same period last year	
				Amount	Value
95030089 Other toys	piece	17,069,263,707	3,643,138,152	14.7%	8%
95030021 Animals Toys	piece	1,208,079,532	1,422,081,497	5.4%	14.1%
95030081 Put up in sets or outfits	set	1,203,039,302	1,255,345,581	7.6%	36.3%
95030082 Other toys and models incorporating a motor	piece	285,509,375	1,161,418,956	25.3%	21.6%
95030010 Tricycles, scooters, pedal cars and similar wheeled toys; doll's carriage	Kg	212,997,795	886,756,560	11.5%	16.2%
95030060 Puzzles	set	443,630,621	860,008,239	22.4%	17.4%
95030029 Dolls	piece	534,737,090	531,452,013	-3.9%	8.9%
95030090 Parts and accessories	Kg	19,358,447	227,234,794	9.8%	6%
95030039 Other reduced size ("scale") model assembly	set	41,817,261	141,078,421	-11.1%	-10.1%
95030050 Toy musical instruments and apparatus	Kg	11,438,690	65,851,573	2.3%	-2.4%
95030031 Electric trains	Kg	2,355,301	32,741,013	22.1%	28%
95030040 Other construction sets and constructional toys	set	1,048,426	13,893,317	-44.3%	18.4%

1.2. China Toys Exports Analysis from Jan. to Sep. 2014

1.2.1. China Toys Export Amount and Value from Jan. to Sep. 2014

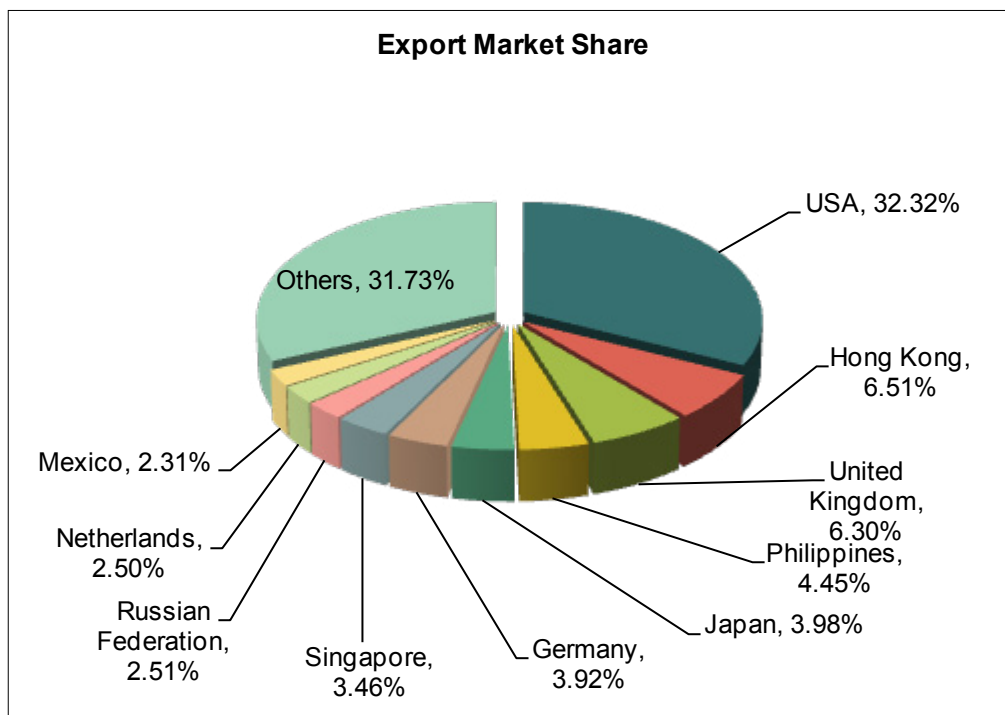
Month	Amount (-)	Value (dollars)	Compared with the same period last year	
			Amount	Value
Jan.	5,056,191,835	1,010,678,204	69.4%	19.9%
Feb.	1,210,782,287	510,747,128	-35.5%	-10.8%
Mar.	2,021,029,355	762,862,860	45.1%	19.1%
April	2,176,459,432	967,967,325	18.2%	24%
May	1,979,703,023	973,459,728	3%	12.7%
June	2,062,445,286	1,074,446,180	9.3%	12.9%
July	2,355,273,309	1,523,434,414	12.9%	17.5%
August	1,888,705,313	1,720,318,960	-21.6%	13.1%
September	2,282,685,707	1,697,085,317	5.6%	14.1%
Jan.-Sep. Total	21,033,275,547	10,241,000,116	13.3%	14.3%

China Toy export value has reached 10.24 billion dollars, increased by 14.3% compared to the same period of last year.

1.2.2. China Toys Main Export Countries/Regions Distribution from Jan. to Sep. 2014

No.	Countries	Amount (-)	Value (dollars)	Compared with the same period last year	
				Amount	Value
1	USA	4,033,217,424	3,310,208,938	-5.6%	12.2%
2	Hong Kong	980,879,387	666,742,471	3.1%	1%
3	United Kingdom	548,836,712	645,143,755	5.1%	20.3%
4	Philippines	938,803,866	455,490,543	28.3%	40.3%
5	Japan	467,148,128	408,074,088	-11.1%	4.4%
6	Germany	403,106,755	401,513,803	-4.9%	13.6%
7	Singapore	642,269,384	354,848,412	70.4%	42.1%
8	Russian Federation	436,026,124	257,384,531	64.3%	14.9%
9	Netherlands	488,801,898	255,674,963	33.5%	36.9%
10	Mexico	555,203,294	236,827,188	8%	9.2%
11	Canada	259,222,784	227,749,440	16.3%	7.2%
12	Republic of Korea	268,233,824	222,647,197	53%	51.5%
13	France	181,952,630	215,058,126	-13.9%	-4.3%
14	Australia	312,946,460	206,705,129	32.3%	1.3%
15	Belgium	244,093,699	175,835,820	22.5%	15.9%
16	Spain	249,330,740	170,830,865	21.4%	27.1%
17	Italy	319,399,077	161,518,971	20.3%	23.2%

No.	Countries	Amount (-)	Value (dollars)	Compared with the same period last year	
				Amount	Value
18	United Arab Emirates	291,692,872	151,546,089	21.4%	41.7%
19	Brazil	157,419,920	143,065,843	-2.5%	9.3%
20	Chile	341,909,405	134,073,352	3%	16.6%

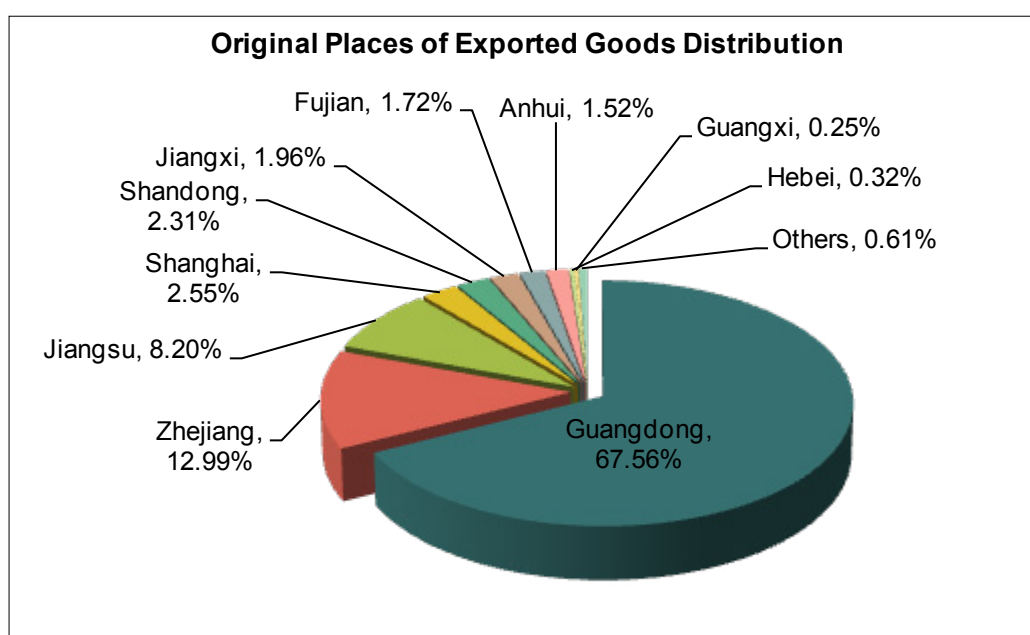


The export data from Jan. to Sep. 2014 shows that China Toys main export markets are USA, Hong Kong, United Kingdom, Philippines, Japan, Germany, Singapore, Russian Federation, Netherlands and Mexico. USA, Hong Kong and United Kingdom are the top three export markets of China Toy industry, separately accounting for 32.32%, 6.51% and 6.3% of the total export value.

Among the top 20 export markets from Jan. to Sep. 2014, the import value of Republic of Korea enjoyed the highest growth rate, increasing 51.5% compared to the same period of last year.

1.2.3. China Toys Original Places of Exported Goods from Jan. to Sep. 2014

No.	Regions	Amount (-)	Value (dollars)	Compared with the same period last year	
				Amount	Value
1	Guangdong	8,214,947,095	6,919,293,432	12.6%	12.8%
2	Zhejiang	2,822,181,615	1,330,529,944	-15.5%	32.3%
3	Jiangsu	2,262,082,924	839,984,760	8.9%	9.7%
4	Shanghai	211,179,140	261,062,369	20.9%	0.3%
5	Shandong	151,355,521	236,496,661	-11%	12.5%
6	Jiangxi	204,789,071	200,348,849	4.7%	3.7%
7	Fujian	399,356,603	176,449,871	6%	22.4%
8	Anhui	101,207,955	155,505,868	13%	16.9%
9	Hebei	6,103,142,578	32,676,092	60.4%	59.7%
10	Guangxi	195,872,351	26,112,434	34.9%	13.4%
11	Beijing	101,464,641	13,044,173	62.6%	-1.9%
12	Henan	5,806,673	11,033,830	-90.8%	-47.2%
13	Chongqing	30,315,004	10,023,905	0.8%	9%
14	Liaoning	14,474,499	7,284,051	-9.5%	26.7%
15	Tianjin	61,529,923	6,697,080	428%	17.3%
16	Hubei	146,395,705	5,525,540	-77.8%	-22.5%
17	Hunan	4,325,182	4,863,964	240.9%	130.3%
18	Xinjiang	738,314	2,603,228	-23%	-20.8%
19	Jilin	746,941	654,049	166.8%	-30.8%
20	Sichuan	640,635	258,765	214.6%	87.4%



China Toys Original Places of Exported Goods are Guangdong, Zhejiang and Jiangsu. The total export Amount of the above three provinces from Jan. to Sep. 2014 accounted for 63.23% of the total export Amount of China Toys industry, with the export value accounting for 88.76%.

Among the top 20 export markets from Jan. to Sep. 2014, the export value of Hunan enjoyed the highest growth rate, increasing 130.3% compared to the same period of last year.

Source:China customs

2. 2014 Global Toys (HS: 9503) Imports and Exports Analysis

2.1. Global Toys Main Import Markets from Jan. to June 2014

No.	Import Countries/Regions	Import Value (Thousand dollars)	Compared with the same period last year
1	USA	4,284,034	7.48%
2	Germany	1,206,132	7.37%
3	United Kingdom	982,397	17.25%
4	Japan	912,725	1.51%
5	France	734,772	7.36%
6	Russian Federation	629,166	9.12%
7	Canada	532,044	4.56%
8	Belgium	498,809	27.46%
9	Italy	448,561	30.67%
10	Australia	411,582	-0.93%
11	Czech Republic	395,668	-3.08%
12	Netherlands	385,925	12.77%
13	Spain	384,937	28.92%
14	Republic of Korea	316,309	17.95%
15	Poland	312,592	19.68%
16	Mexico	256,724	-2.18%
17	Turkey	185,723	2.82%
18	Austria	185,187	10.57%
19	Switzerland	166,603	16.31%
20	Brazil	163,184	-3.91%

From Jan. to Jun. 2014, among the above 20 import markets of China Toys, USA, Germany and United States are top three, with the import value separately 4.28 billion dollars (increasing 7.48% year on year), 1.21 billion dollars (increasing 7.37% year on year), and 9.82 hundred million dollars (increasing 17.25% year on year).

2. 2. Global Toys Main Export Markets from Jan. to June 2014

No.	Export Countries/Regions	Export Value (Thousand dollars)	Compared with the same period last year
1	China	5,300,321	13.87%
2	Czech Republic	1,185,654	18.82%
3	Germany	819,251	3.09%
4	USA	445,582	3.14%
5	Mexico	331,792	-7.02%
6	Belgium	330,756	18.62%
7	Netherlands	314,608	6.47%
8	France	257,420	15.94%
9	Italy	245,579	26.78%
10	United Kingdom	234,544	11.27%
11	Spain	208,918	18.21%
12	Taiwan	181,303	-2.97%
13	Hungary	131,224	-5.95%
14	Poland	130,909	-8.93%
15	Denmark	103,823	12.61%
16	Thailand	103,560	0.46%
17	Indonesia	77,736	-60.49%
18	Malta	77,644	1.59%
19	Canada	73,110	-14.22%
20	Japan	71,743	14.67%

From Jan. to Jun. 2014, among the above 20 import markets of China Toys, China, Czech Republic and Germany are the top three markets, with the import value separately 5.3 billion dollars (increasing 13.87% year on year), 1.19 billion dollars (increasing 18.82% year on year), and 8.19 hundred million dollars(increasing 3.09% year on year).

Source:UN COMTRADE

3. 2014 USA Toys (HS: 9503) Imports Analysis

- USA Toys Main Import Markets from Jan. to Sep. 2014

Countries/Regions	Total Import Value for 2014 Jan.-Sep. (Thousand dollars)	Year-on-Year	Percentage
Total	6,734,227	6.78%	100.00%
China	5,638,479	7.04%	83.73%
Mexico	378,873	3.11%	5.63%
Indonesia	139,904	-5.61%	2.08%
Vietnam	110,552	37.99%	1.64%
Taiwan	89,787	5.17%	1.33%
Thailand	55,550	6.37%	0.82%
Hong Kong	50,087	24.80%	0.74%
Canada	37,312	0.92%	0.55%
Malaysia	35,895	5.72%	0.53%
Germany	31,277	3.41%	0.46%

Among the main import markets of USA Toys from Jan. to Sep. 2014, its largest original place of imported goods is China, accounting for 83.73% of the total import value of that particular item. Mexico accounted for 5.63%. China has an obvious advantage.

4. 2014 German Toys (HS: 9503) Imports Analysis

- German Toys Main Import Markets from Jan. to July 2014

Countries/Regions	Total Import Value for 2014 Jan.-July (Thousand dollars)	Year-on-Year	Percentage
Total	1,418,612	6.52%	100.00%
China	555,965	11.87%	39.19%
Czech Republic	328,041	7.30%	23.12%
Netherlands	96,574	-16.11%	6.81%
Malta	80,910	3.62%	5.70%
France	39,394	34.87%	2.78%
Italy	27,203	0.02%	1.92%
Hungary	27,114	-7.70%	1.91%
Austria	24,442	-16.59%	1.72%
Hong Kong	23,216	3.16%	1.64%
United Kingdom	21,659	14.56%	1.53%

Note: The data of Germany customs have been updated till Jul. 2014.

Among the main import markets of Germany Toys from Jan. to Jul. 2014, Germany Toys' largest original place of imported goods is China, accounting for 39.19% of the total import value of that particular item. Czech Republic accounted for 23.12%, ranking the second.

5. 2014 United Kingdom Toys (HS: 9503) Imports Analysis

- United Kingdom Toys Main Import Markets from Jan. to August 2014

Countries/Regions	Total Import Value for 2014 Jan.-August (Thousand dollars)	Year-on-Year	Percentage
Total	1,413,421	14.63%	100.00%
China	935,708	17.90%	66.20%
Czech Republic	142,559	13.38%	10.09%
Hong Kong	52,704	16.62%	3.73%
Germany	44,683	-5.00%	3.16%
USA	39,903	24.94%	2.82%
Ireland	23,233	20.29%	1.64%
Indonesia	22,023	14.06%	1.56%
Vietnam	19,926	26.85%	1.41%
Taiwan	17,494	4.56%	1.24%
France	16,817	12.83%	1.19%

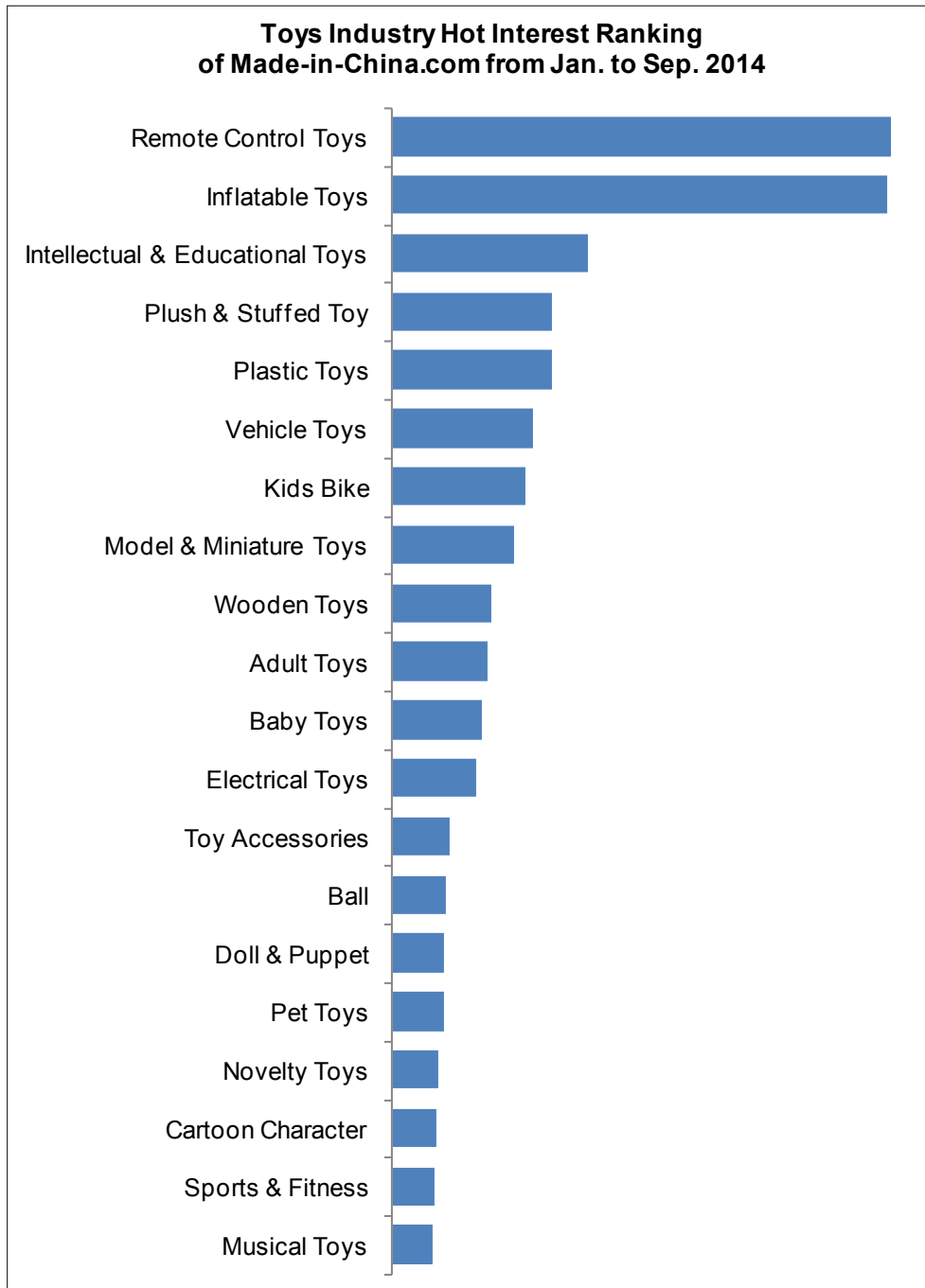
Note: The data of United Kingdom customs have been updated till Jul. 2014.

Among the main import markets of United Kingdom Toys from Jan. to Aug. 2014, its largest original place of imported goods is China, accounting for 66.2% of the total import value of that particular item. Czech Republic accounted for 10.09%, ranking the second.

Source: UN COMTRADE

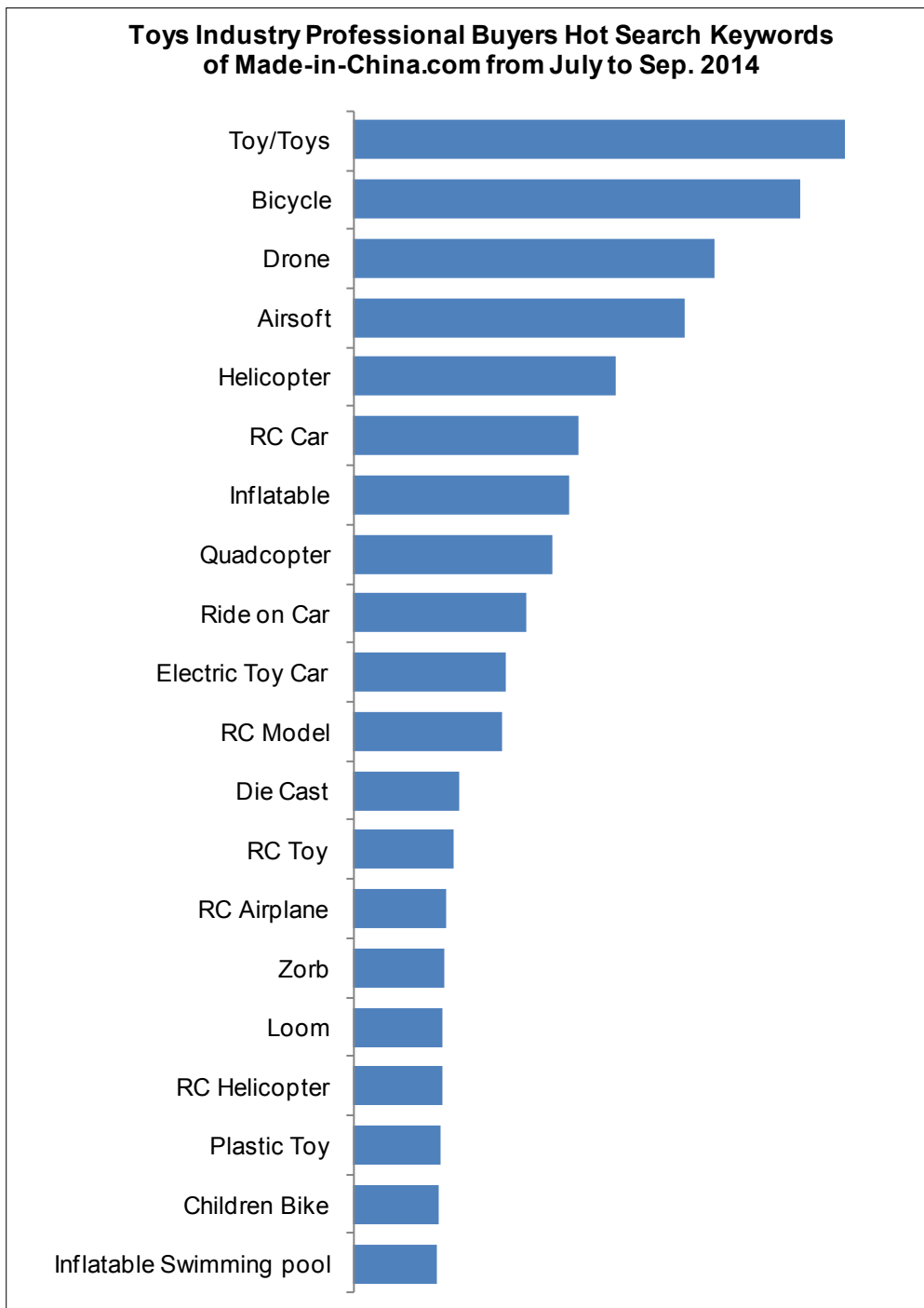
6. 2014 Toys Industry Data Analysis of Made-in-China.com

6.1. Toys Industry Hot Interest Ranking of Made-in-China.com from Jan. to Sep. 2014



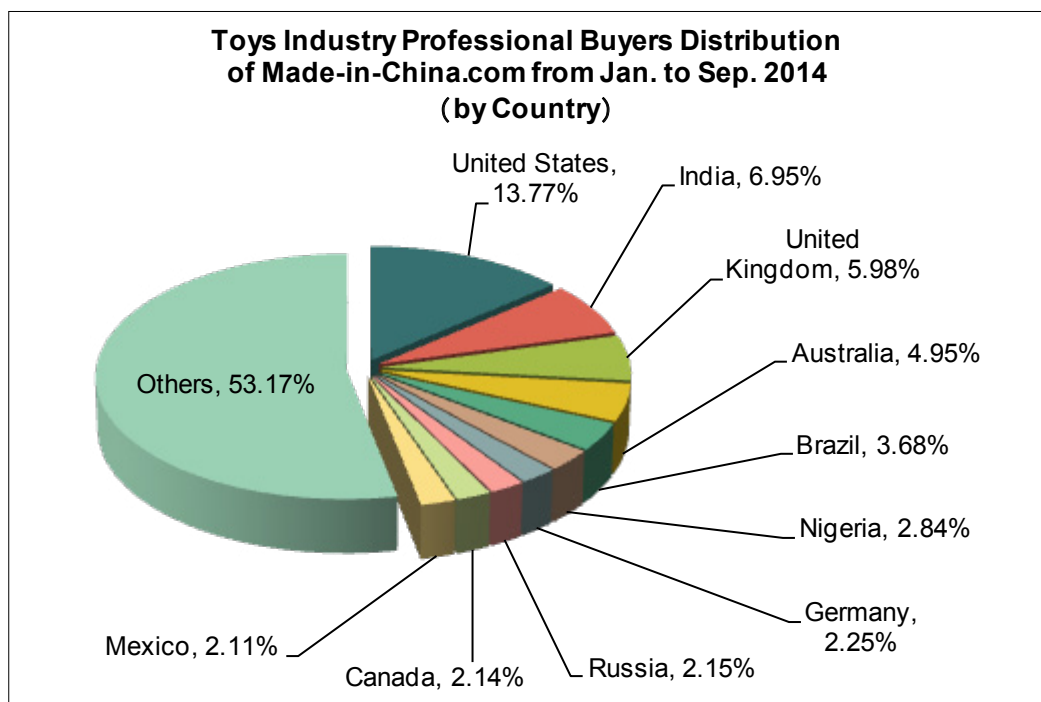
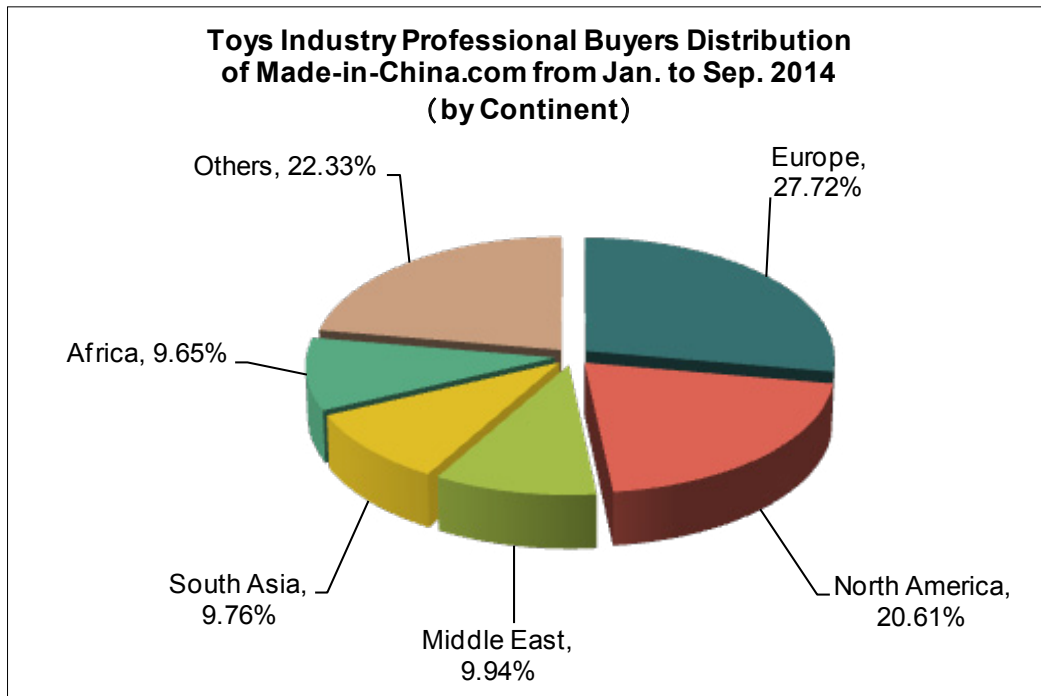
From Jan. to Sep. 2014, according to the data collected by Made-in-China.com, buyers paid the most attention to Remote Control Toys Among the sub-sectors of Toys, followed by Inflatable Toys.

6.2. Toys Industry Professional Buyers Hot Search Keywords of Made-in-China.com from July to Sep. 2014



From Jul. to Sep. 2014, according to the data collected by Made-in-China.com, the most popular search keyword in China Toys industry is Toy/Toys, followed by Bicycle.

6.3. Toys Industry Professional Buyers Distribution of Made-in-China.com from Jan. to Sep. 2014



China Toys Professional Buyers Distribution of Made-in-China.com, from Jan. to Dec. 2014, lied in Europe, North America, Middle East, South Asia and Africa by continent and lied in USA, India, United Kingdom and Australia by country.

Source:Made-in-China.Com

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

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