

2014 Toys

Industry Analysis Report

2015.09



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1. 2014 China Toys Export Analysis

HS Code	Product Name	Short 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	Toys

1.1. China Toys Main Exported Products from Jan. to Dec. 2014

Product Name	Unit	Volume	Value	Compared with the Same Period of Last Year	
				Volume	Value
95030089 Other Toys	Piece	24,606,187,162	5,007,950,720	8%	9.2%
95030021 Toy Representing Animals	Piece	1,730,787,798	2,018,431,587	9.9%	16.1%
95030081 Put up in sets or outfits	Piece	1,668,792,486	1,715,440,336	9.7%	32.1%
95030082 Other Toys and Models, Incorporating a Motor	Piece	386,240,846	1,580,004,341	26.6%	17.6%
95030010 Tricycles, Scooters, Pedal Cars and Similar Wheeled Toys; Doll's Carriage	Kg	290,040,337	1,218,254,596	10%	14.5%
95030060 Puzzles	Piece	619,040,572	1,180,742,695	23%	15.3%
95030029 Dolls	Piece	705,399,503	762,037,476	-5.4%	13%
95030090 Toys Parts and Accessories	Kg	26,272,111	315,451,845	6.5%	5.1%
95030039 Other toy cars, reduced-size model assembly kits	Piece	54,560,146	188,383,827	-10.7%	-9.6%
95030050 Toy Musical Instruments and Apparatus	Kg	15,624,714	90,792,714	-2.1%	-5.7%
95030031 Electric Trains, Reduced-Size Model Assembly Kits	Kg	2,710,328	40,723,149	16.1%	25%
95030040 Other construction sets/ toys, reduced-size model assembly kits	Piece	1,287,687	17,435,114	-44.6%	19.9%

1.2. China Toys Export Analysis from Jan. to Dec. 2014

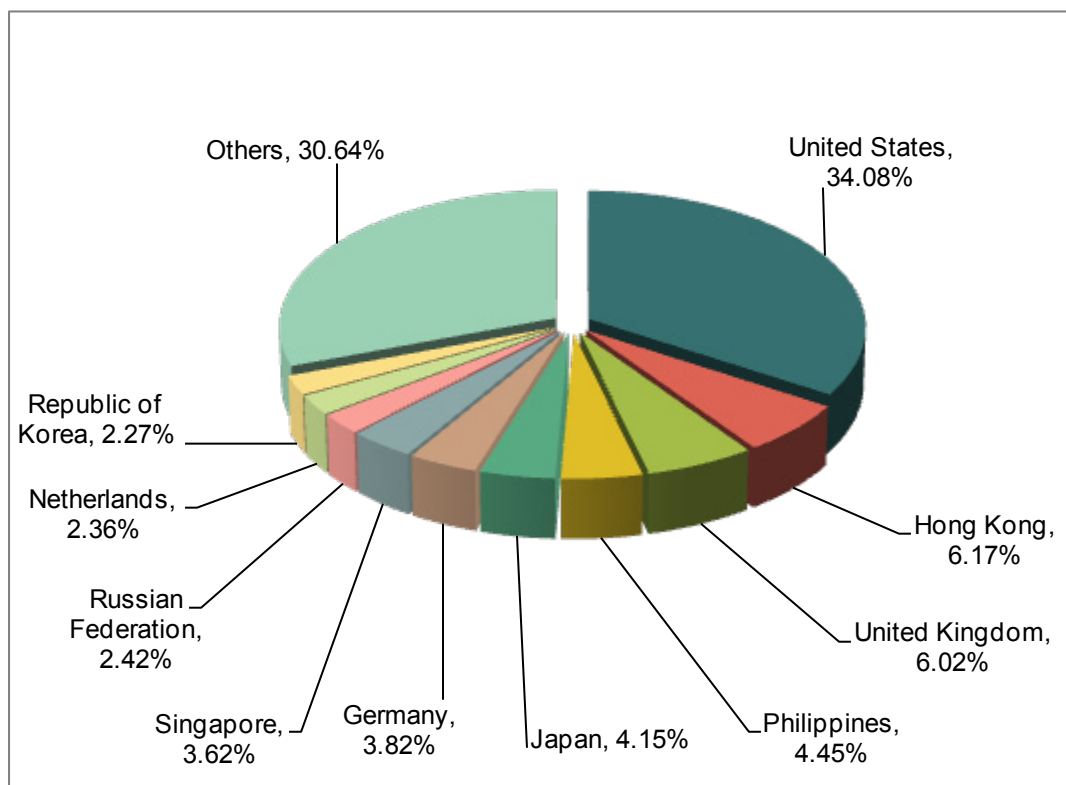
1.2.1. China Toys Export Volume and Value from Jan. to Dec. 2014

Month	Volume (-)	Value (USD)	Compared with the Same Period of Last Year	
			Volume	Value
Jan.	5,056,474,590	1,010,457,620	69.4%	19.9%
Feb.	1,210,817,647	510,740,813	-35.5%	-10.8%
Mar.	2,021,011,165	762,875,050	44.8%	19.2%
Apr.	2,187,149,574	967,998,987	18.8%	24%
May	1,979,738,589	973,253,827	3%	12.7%
Jun.	2,062,477,354	1,073,282,869	9.3%	12.8%
Jul.	2,355,218,142	1,523,391,355	12.9%	17.5%
Aug.	1,888,459,575	1,719,865,817	-21.6%	13.1%
Sept.	2,282,450,483	1,696,161,974	5.6%	14.1%
Oct.	2,683,273,291	1,661,230,779	40%	6.5%
Nov.	2,906,625,662	1,176,312,510	-6.8%	20.1%
Dec.	3,473,247,618	1,060,076,799	-17.4%	19.6%
Jan. to Dec. Total	30,106,943,690	14,135,648,400	8.3%	14.2%

China Toy export value has reached 14.14 billion USD, increased by 14.2% compared to the same period of last year.

1.2.2. China Toys Major Export Countries/Regions from Jan. to Dec. 2014

No.	Country/Region	Volume (-)	Value (USD)	Compared with the Same Period of Last Year	
				Volume	Value
1	United States	5,778,049,954	4,816,756,669	-3.6%	11.7%
2	Hong Kong	1,261,140,627	871,696,628	3.4%	-2.1%
3	United Kingdom	725,110,770	850,766,978	6.2%	17.1%
4	Philippines	1,312,226,250	629,025,229	33.9%	38.9%
5	Japan	641,174,399	586,663,237	-7.4%	5.1%
6	Germany	561,303,463	539,941,923	-5.1%	13.2%
7	Singapore	873,000,034	511,116,334	78.2%	55.9%
8	Russian Federation	576,208,199	342,540,306	50.9%	9%
9	Netherlands	657,844,211	334,202,457	38.2%	36.7%
10	Republic of Korea	365,677,528	321,417,966	64.8%	58.4%
11	Canada	339,965,715	311,283,100	16.8%	8.8%
12	Mexico	660,902,342	302,723,496	6.3%	6.5%
13	Australia	544,011,158	295,347,872	25.7%	4%
14	France	249,879,925	274,364,555	-13.1%	-3.5%
15	Spain	324,870,402	223,740,099	26.7%	26.8%
16	Belgium	302,507,181	215,569,769	17%	12.5%
17	Italy	421,257,179	206,925,865	17.3%	12.7%
18	United Arab Emirates	398,454,885	205,725,474	31.1%	40.5%
19	Brazil	238,852,874	186,028,878	0	9.6%
20	Chile	913,731,516	181,410,601	40.2%	22.2%



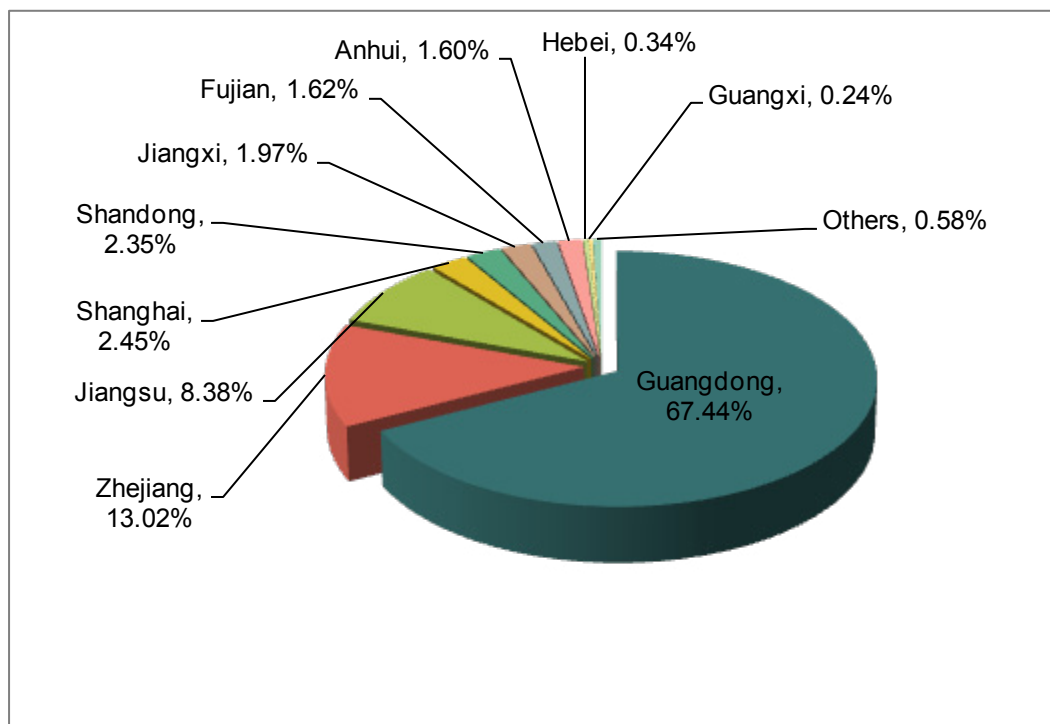
The export data from Jan. to Dec.2014 shows that China Toys main export markets are the United States, Hong Kong, United Kingdom, Philippines, Japan, Germany, Singapore, Russian Federation, Netherlands and South Korea.

The United States, Hong Kong and United Kingdom are the top three export markets of China Toy industry, separately accounting for 34.08%, 6.17% and 6.02% of the total export value.

Among the top 20 export markets from Jan. to Dec. 2014, the import value of South Korea enjoyed the highest growth rate, increasing 58.4% compared to the same period of 2013.

1.2.3. Regions of Origin for Exported Chinese Toys, from Jan. to Dec. 2014

No.	Regions	Volume (-)	Value (USD)	Compared with the same period last year	
				Volume	Value
1	Guangdong	11,193,212,863	9,533,293,710	14.7%	12.9%
2	Zhejiang	4,318,371,775	1,840,940,643	-1%	29.3%
3	Jiangsu	3,385,759,377	1,184,955,824	8.8%	10.7%
4	Shanghai	283,491,211	346,086,404	24.5%	0.4%
5	Shandong	238,549,174	331,533,425	13.7%	14.2%
6	Jiangxi	271,655,103	278,442,100	1.8%	6.1%
7	Fujian	486,239,759	229,020,804	-1.6%	13.1%
8	Anhui	144,691,790	226,101,858	15%	20.7%
9	Hebei	8,881,417,703	48,562,373	13.6%	57.9%
10	Guangxi	262,831,179	34,273,307	26%	2.7%
11	Beijing	125,911,822	15,397,220	57.9%	-5.4%
12	Henan	7,744,288	15,394,960	-89.1%	-40.2%
13	Chongqing	38,668,021	13,814,051	26.5%	47%
14	Liaoning	18,924,501	9,580,108	-2.4%	21.3%
15	Tianjin	73,467,720	7,890,295	499.9%	21.2%
16	Hunan	6,350,283	7,443,266	301.8%	130.9%
17	Hubei	365,833,876	7,368,466	-61.3%	-22.1%
18	Xinjiang	1,093,852	3,495,852	-72.3%	-13%
19	Jilin	811,224	834,807	131.1%	-30.4%
20	Shanxi	298,279	362,175	1737.1%	659.8%



China Toys Original Places of Exported Goods are Guangdong, Zhejiang and Jiangsu. The total export volume of the above three provinces from Jan. to Dec. 2014 accounted for 62.77% of the total export Volume of China Toys industry, with the export value accounting for 88.85%.

Among the top 20 export markets from Jan. to Dec. 2014, the export value of Shanxi enjoyed the highest growth rate, increasing 659.8% compared to the same period of last year.

Source: China Customs

2. 2014 Global Toys (HS: 9503) Import and Export Analysis

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

No.	Import Country/Region	Import Value (Thousand USD)	Compared with the same period last year
1	United States	28,882,731	3.43%
2	Germany	6,494,742	5.46%
3	United Kingdom	6,456,031	15.94%
4	Japan	6,207,191	-2.75%
5	Netherlands	5,360,259	31.83%
6	France	5,033,281	6.51%
7	Canada	4,278,020	1.20%
8	Australia	2,497,665	10.27%
9	Italy	2,474,120	5.63%
10	Russian Federation	2,346,284	-3.75%
11	Spain	2,191,894	11.54%
12	Belgium	2,096,735	6.19%
13	China	2,077,343	54.34%
14	Mexico	2,043,253	5.45%
15	Republic of Korea	1,600,317	14.17%
16	Austria	1,569,458	10.05%
17	Poland	1,502,412	40.66%
18	Czech Republic	1,441,445	6.95%
19	Sweden	1,204,461	19.21%
20	Switzerland	1,091,785	13.48%

From Jan. to Dec. 2014, among the above 20 import markets of Toys, the United States, Germany and United Kingdom are top three, with the import value separately 28.88 billion USD (increasing 3.43% year on year), 6.49 billion USD (increasing 5.46% year on year), and 6.46 billion million USD(increasing 15.94% year on year).

2.2. Global Toys Main Export Markets from Jan. to Dec.2014

No.	Export Countries/Regions	Export Value (Thousand USD)	Compared with the same period last year
1	China	14,137,870	14.14%
2	Czech Republic	2,639,078	11.37%
3	Germany	1,966,963	1.49%
4	United States	1,033,074	5.39%
5	Netherlands	845,779	3.87%
6	Belgium	842,588	9.71%
7	Mexico	835,978	12.19%
8	France	667,070	7.56%
9	United Kingdom	563,935	3.30%
10	Spain	492,804	3.83%
11	Italy	437,903	3.26%
12	Taiwan	380,360	-2.96%
13	Poland	301,670	5.07%
14	Hungary	266,669	-11.43%
15	Denmark	234,656	4.97%
16	Thailand	233,453	-1.74%
17	Canada	218,901	-2.11%
18	Slovakia	196,518	9.74%
19	Japan	155,528	16.85%
20	Malaysia	143,697	9.80%

From Jan. to Dec. 2014, among the above 20 export markets of Toys, China, Czech Republic and Germany are the top three markets, with the export value separately 14.14 billion USD (increasing 114.14% year on year), 2.64 billion USD (increasing 11.37% year on year), and 1.97 billion USD (increasing 1.49% year on year).

Source: UN COMTRADE

3. 2014 United States Toys (HS: 9503) Import Analysis

- United States Toys Main Import Markets from Jan. to Dec. 2014

Country/Region	Total Import Value for 2014 Jan.-Dec. (Thousand USD)	Year-on-Year	Percentage
Total	12,785,903	8.88%	100.00%
China	10,888,921	8.52%	85.16%
Mexico	661,836	8.38%	5.18%
Indonesia	251,807	4.86%	1.97%
Vietnam	200,228	52.95%	1.57%
Taiwan	150,167	11.66%	1.17%
Thailand	89,612	-2.78%	0.70%
Canada	85,025	13.28%	0.66%
Hong Kong	82,683	25.20%	0.65%
Malaysia	56,034	-3.77%	0.44%
Germany	52,553	2.10%	0.41%

Among the main import markets of the United States Toys from Jan. to Dec. 2014, its largest original place of imported goods is China, accounting for 85.16% of the total import value of that particular item. Mexico accounted for 5.18%, ranking the second. China has an obvious advantage.

4. 2014 Japan Toys (HS: 9503) Import Analysis

- Japan Toys Main Import Markets from Jan. to Dec. 2014

Country/Region	Total Import Value for 2014 Jan.-Dec. (Thousand USD)	Year-on-Year	Percentage
Total	2,017,067	2.08%	100.00%
China	1,714,110	1.83%	84.98%
Vietnam	83,162	10.62%	4.12%
Thailand	44,152	-10.04%	2.19%
Denmark	29,136	19.54%	1.44%
Taiwan	29,118	-1.05%	1.44%
Philippines	24,566	42.79%	1.22%
Germany	13,457	-3.75%	0.67%
Mexico	9,639	-34.53%	0.48%
United States	9,395	6.75%	0.47%
Republic of Korea	8,877	-15.81%	0.44%

Among the main import markets of Japan Toys from Jan. to Dec. 2014, Japan Toys' largest original place of imported goods is China, accounting for 84.98% of the total import value of that particular item. Vietnam accounted for 4.12%, ranking the second. China has an obvious advantage.

5. 2014 Republic of Korea Toys (HS: 9503) Imports Analysis

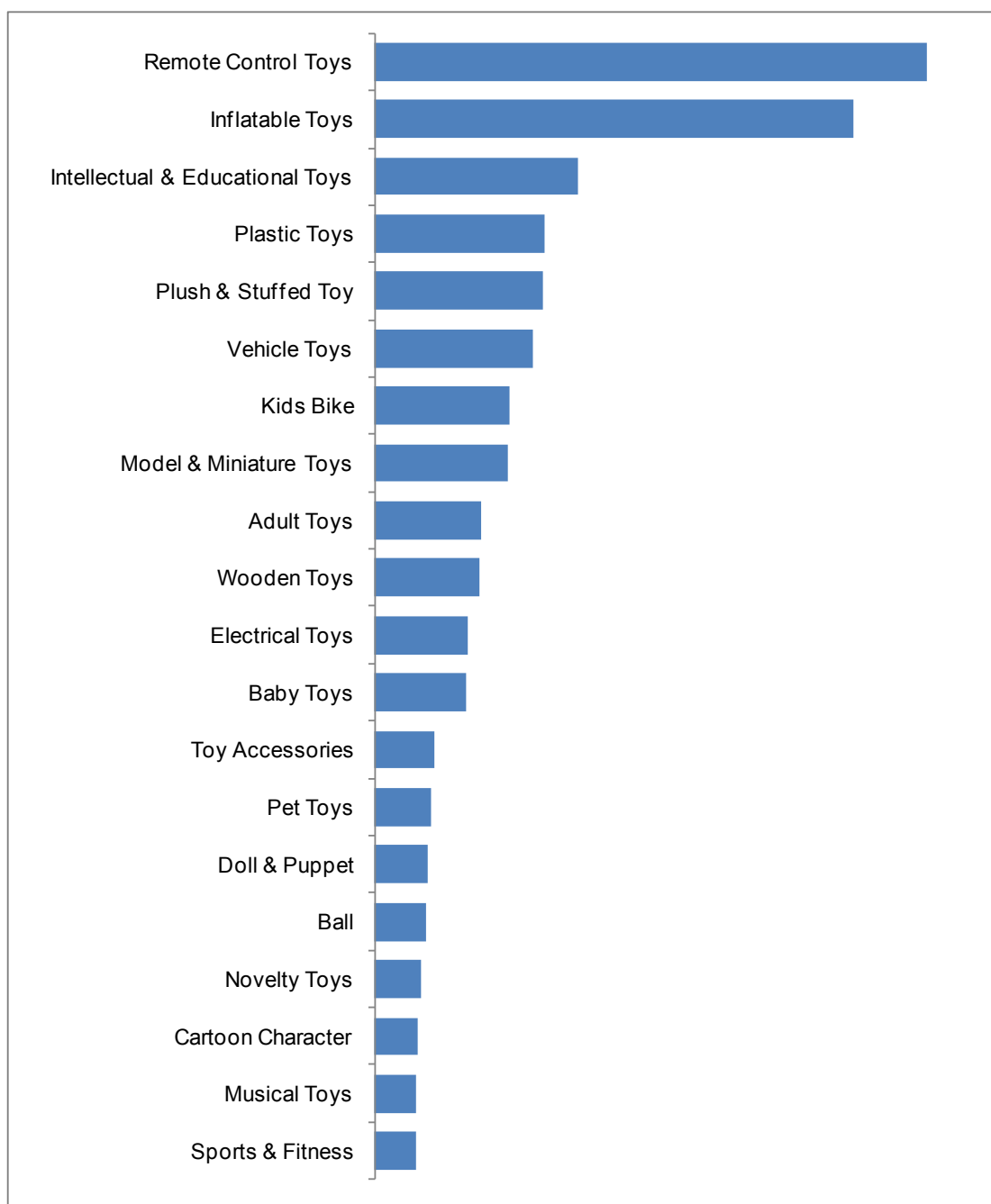
- Republic of Korea Toys Main Import Markets from Jan. to Dec. 2014

Country/Region	Total Import Value for 2014 Jan.-Dec. (Thousand USD)	Year-on-Year	Percentage
Total	658,067	17.13%	100.00%
China	438,452	25.85%	66.63%
Denmark	61,043	4.72%	9.28%
Japan	26,761	31.65%	4.07%
Mexico	26,152	-52.23%	3.97%
United States	22,802	-7.65%	3.46%
Thailand	13,848	30.17%	2.10%
Vietnam	11,527	43.62%	1.75%
Czech Republic	10,796	410.93%	1.64%
Indonesia	10,144	147.17%	1.54%
Taiwan	7,199	26.65%	1.09%

Among the main import markets of Republic of Korea Toys from Jan. to Dec. 2014, Republic of Korea Toys' largest original place of imported goods is China, accounting for 66.63% of the total import value of that particular item. Denmark accounted for 9.28%, ranking the second.

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

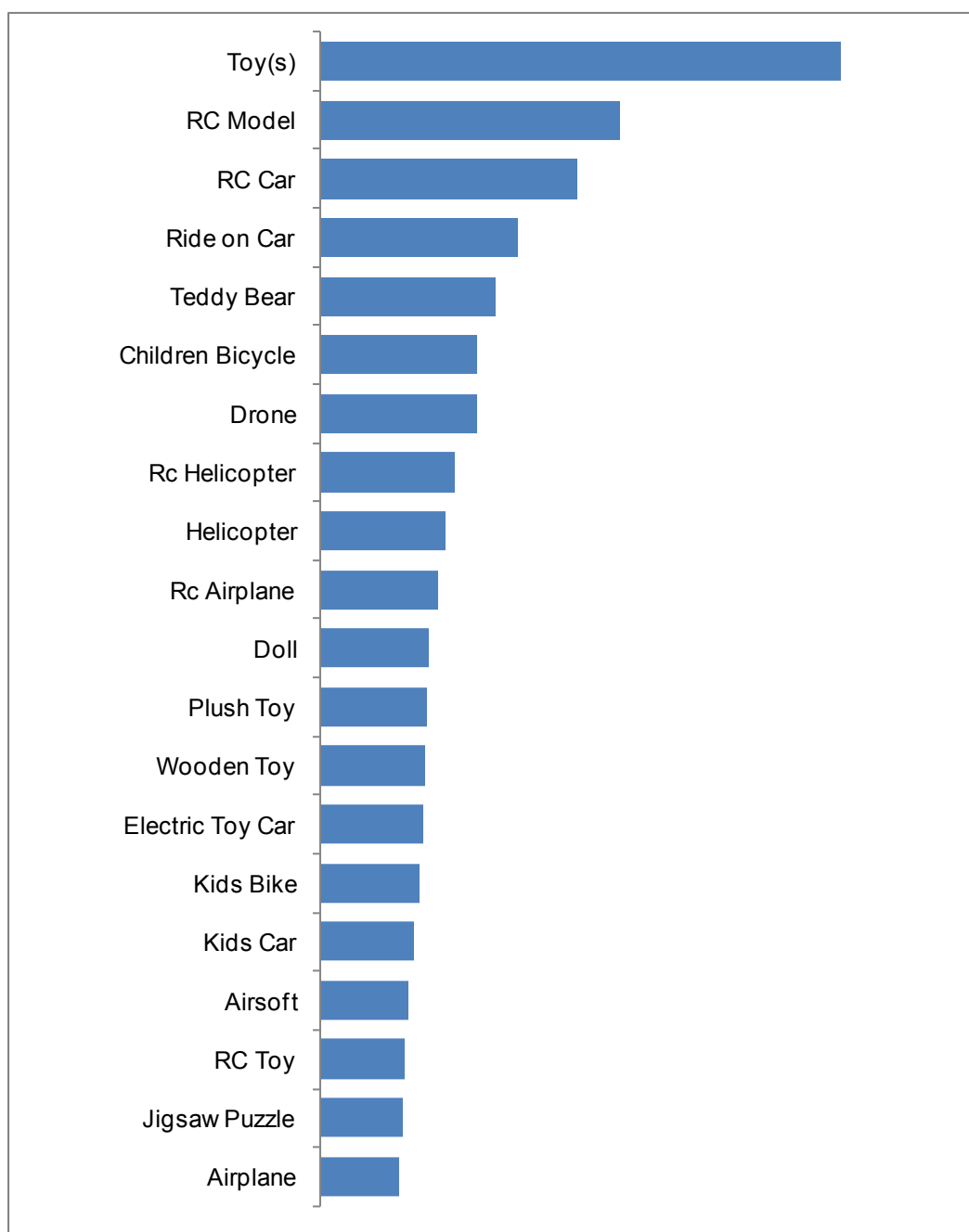
6.1. Analysis of Buyers' Interest on Toys at Made-in-China.com, from Jan. to Dec. 2014



From Jan. to Dec. 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. Hot Keywords Used by Toy Buyers at Made-in-China.com, from Feb. to Apr. 2015

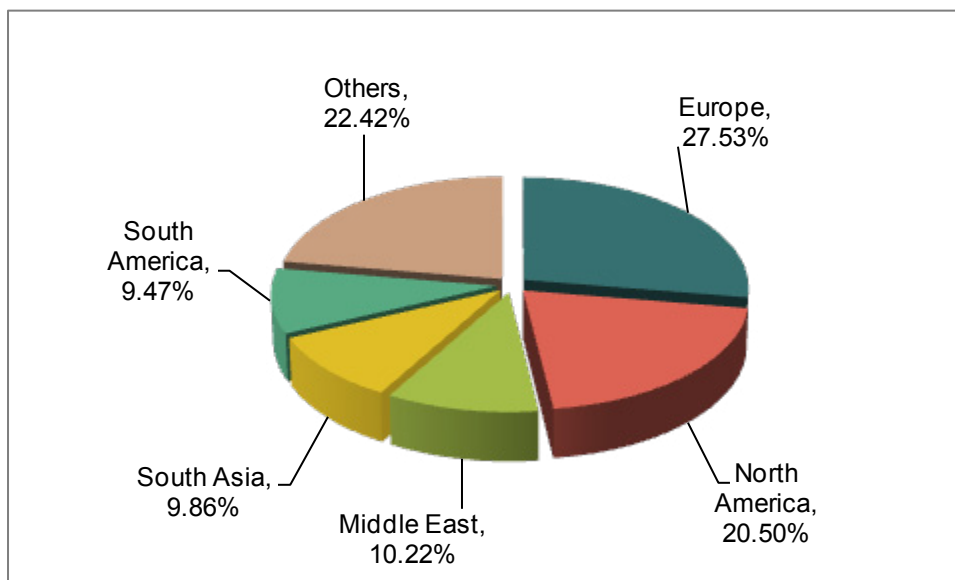
Top 20 Hot Keywords Used by Toy Buyers at Made-in-China.com from Feb. to Apr. 2015



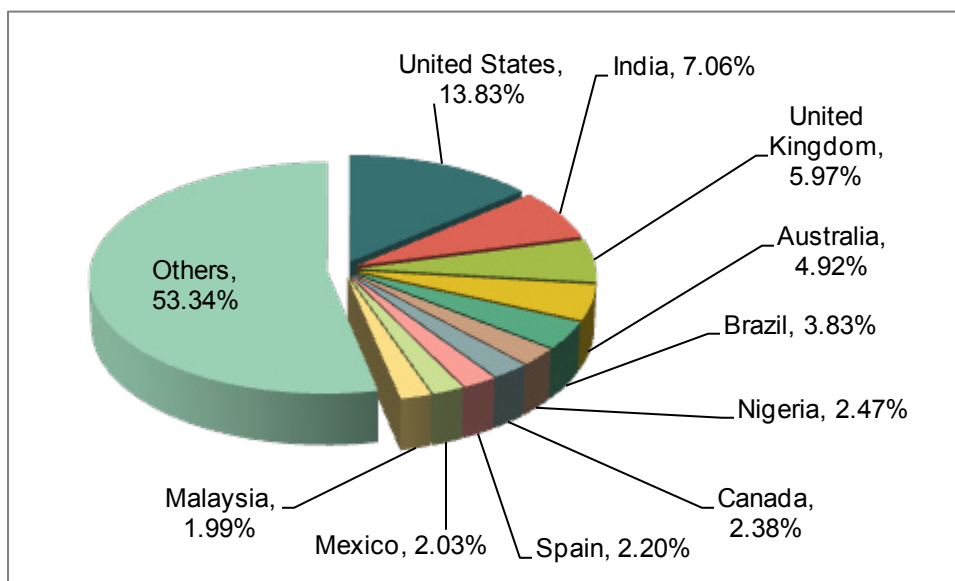
From Feb. to Apr. 2015, according to the data collected by Made-in-China.com, the most popular search keyword in China Toys industry is Toy/Toys, followed by RC Model.

6.3. Buyers Distribution of Toys at Made-in-China.com, from Jan. to Dec. 2014

(By Continent)



(By Country)



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 United States, 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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