

Toys & Games

Essential sourcing intelligence

February 2012

US\$395

China supplier profiles

Detailed profiles of 26 verified suppliers and contact details of an additional 10 exporters

Product gallery

Specifications and full-color images of 73 top-selling products

Industry trends

Coverage of current issues, plus insights into products, pricing, R&D and supply centers



Supplier capability in China

TOYS & GAMES

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.

In addition, companies are going to explore alternative markets. The ASEAN and the Middle East, in particular, are emerging as preferred destinations.

Key findings

1. High material and labor costs remain a challenge for manufacturers. Rates for plastic and yarns started going up again during the latter part of 2011. Moreover, various hubs are still raising minimum wages.
2. Testing fees are escalating as well, with the increase averaging 15 to 30 percent. A larger number of substances are now required to be monitored as companies work toward meeting the EU's new toy safety directive.
3. Suppliers are feeling the pinch because of the stronger yuan. Appreciating about 5 percent in 2011, the local currency is forecast to strengthen 4 percent this year.
4. To cover additional expenditure and widen profit margins, many companies are going to impose markups in the next six months.
5. Adjustments can reach as high as 15 percent.
6. The US and the EU will continue to be the key markets despite weakened demand from these areas. Nevertheless, more exporters will give importance to nontraditional destinations.
7. Product enhancements will include customizing designs based on specific locations. Dolls and stuffed toys with physical features similar to the users and sporting folk costumes are going to be offered.
8. New toys and games from China will emphasize better aesthetics and functionality. Electronic features such as lights and sounds, and realistic models are going to be mainstream. Makers will also be developing versions that interact with tablets and Web-based applications.

Scope & methodology

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.

The products and prices section discusses each category and design trends specific to the line. In addition, it details the features and prices of low-end, midrange and high-end models.

The Industry Overview touches on the challenges faced by the sector, including reduced overseas orders, and cost and currency issues. The segment also mentions how such obstacles have affected manufacturing processes, pricing and exports.

Guangdong, Zhejiang and Jiangsu provinces are the main production centers for toys and games. Following this structure, nearly 50 percent of the featured

suppliers are from the first location. At least 20 percent is based in Zhejiang.

To produce this report, Global Sources interviewed a wide range of enterprises. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice.

Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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Baijia Playground Co. Ltd



INQUIRE NOW

Locally owned Baijia manufactures outdoor and sports toys, primarily inflatable playthings and structures. Such products make up 80 percent of total sales, which amounted to \$15.8 million last year.

The factory currently runs at 67 percent of capacity. More than half of the 600 units turned out monthly are sent abroad.

The Middle East is one of the overseas destinations and will be the key market for the coming year. The other shipping locations are North, Central and South America, Europe, Africa, and the Asia-Pacific region.

Founded in 1995, the Zhejiang province-based company has 300 full-time employees. It allocates \$1.5 million for R&D.



Model: BJ1068A

MOQ: 1 set

Description: Outdoor playground equipment; LLDPE, galvanized steel; 5x5x3m; CE, TÜV, EN 1176

See more popular export models in the [Product Gallery](#).

Company facts

Year established	1995
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Wenzhou (Zhejiang)
Factory location(s)	Wenzhou (Zhejiang)
No. of full-time employees	300
Annual sales (all products)	\$15.8mn
Annual R&D spending	\$1.5mn

Sales & output: Toys & games

Annual sales	\$12.6mn
Share of total sales	80%
Annual export sales	\$10.1mn
Total monthly capacity	900 units
Average monthly output	600 units
Capacity utilized	67%
Average monthly exports	400 units
Export ratio	67%

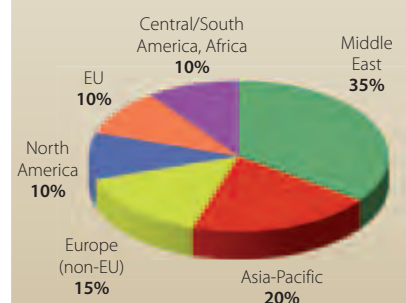
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Exports by product



Exports by market



PRODUCT GALLERY

Arts, crafts, educational & developmental toys



Changsheng
(profile page 38)
Model: C2119
MOQ: 3,000 sets
Description: Toy microscope; 100, 200, 450x magnification; 15mm coarse adjustment range; 210mm height; glass, slides, tweezers, blank labels, bottles



Changsheng
(profile page 38)
Model: C2110
MOQ: 3,000 sets
Description: Toy telescope: 50mm objective diameter, 170mm focal length, 20, 30, 40x magnification, 360-degree rotation; toy microscope: 100, 200, 450x magnification, 15mm coarse adjustment range



Changsheng
(profile page 38)
Model: C2105
MOQ: 3,000 sets
Description: Toy telescope; 50mm objective diameter; 170mm focal length; 20, 30, 40x magnification; 360-degree rotation



China Joy
(profile page 39)
Model: 2083
MOQ: 800 units
Description: Electronic keyboard; PS, ABS; LED display; 100 timbres, 100 rhythms, eight percussions; 51-level tempo control; rhythm programming, volume control, record, playback; eight demo songs; microphone, music score holder, transformer; 75.2x29x9.2cm; CE, RoHS



China Joy
(profile page 39)
Model: 3A
MOQ: 1,500 units
Description: Electronic keyboard; 49 keys; PS, ABS; matrix control logic circuit; 10 timbres, 10 rhythms, six percussions; adjustable tempo; chord, vibrato, fill-in, bass; volume control, record, playback, auto-alarm; eight demo songs; microphone; 66.2x22.8x6.7cm; 1.37kg; CE, RoHS



China Joy
(profile page 39)
Model: 4100
MOQ: 1,000 units
Description: Electronic keyboard; 49 keys; PS, ABS; 16 timbres, 10 rhythms, eight percussions; reverb, echo, vibrato; 32-level tempo control; rhythm programming, volume control, record, playback; six demo songs; 9VDC; microphone, music score holder; 74x26x9.5cm; CE, RoHS

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