



Freedonia Focus Reports
US Collection

Toys & Games: United States

April 2022



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About This Report

Scope

This report forecasts to 2022 and 2026 US toys and games demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- toys and dolls
- video game consoles
- game machines
 - coin-operated
 - non-payment
- board games
- baby carriages and strollers

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2011 to 2021.

Excluded from the scope of this report are video game software; card games; slot machines; and athletic equipment, bicycles, billiard tables, and bowling equipment. Re-exports of toys and games are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Toys & Games: United States (FF90021) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 7 | NAICS & SIC Codes Related to Toys & Games

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
339930	Doll, Toy, and Game Manufacturing	3942	Dolls and Stuffed Toys
339999	All Other Miscellaneous Manufacturing	3944	Games, Toys, and Children's Vehicles, Except Dolls and Bicycles
451120	Hobby, Toy, and Game Stores	3999	Manufacturing Industries, Not Elsewhere Classified
		5092	Toys and Hobby Goods and Supplies

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of

datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Apparel: United States

Athletic Footwear: United States

Audio & Video Equipment: United States

Bicycles: United States

Computers & Peripherals: United States

Demographics: United States

E-Commerce: United States

Jewelry & Watches: United States

Motion Pictures & Video: United States

Recreation: United States

Software: United States

Sports Equipment: United States

Television: United States

Freedonia Custom Research

Packaged Facts

U.S. Pet Market Focus: Pet Product Retail and Internet Shopping Trends, 2021

Trade Publications

Amusement Today

Chain Store Age

Pinball News

Plastics News

RePlay Magazine

The Toy Insider

ToyNews

Toy World

Vending Times

Agencies & Associations

American Amusement Machine Association
American Specialty Toy Retailing Association
Amusement and Music Operators Association
ASTM International
Canadian Toy Association
International Association of Amusement Parks and Attractions
International Council of Toy Industries
The Toy Association
United States Consumer Product Safety Commission
United States Census Bureau
United States International Trade Commission