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US Collection

Toys & Games: United States

July 2017



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About This Report

Scope & Method

This report forecasts US toy and game demand and shipments in US dollars at the manufacturers' level to 2021. Total shipments are segmented by product in terms of:

- electronic
- board games and puzzles
- models and kits
- children's vehicles and doll carriages
- dolls and stuffed toys
- other products such as balls, dart games, and toy furniture.

Game software – such as video game cartridges, discs, and mobile applications – as well as coin-operated games and game machines are excluded from the scope of this report. Bicycles, athletic equipment, and card games are also excluded. Re-exports of toys and games are excluded from demand and trade figures.

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2006 to 2016.

This report 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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, 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 including:

- firms participating in the industry, and their suppliers and customers

About This Report

- government/public agencies
- national, regional, and international non-governmental organizations
- 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 | Industry Codes Related to Toys & Games

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
339931	Doll and Stuffed Toy Manufacturing	3942	Dolls and Stuffed Toys
339932	Game, Toy, and Children's Vehicle Manufacturing	3944	Games, Toys, and Children's Vehicles, Except Dolls and Bicycles
423920	Toy and Hobby Goods and Supplies Merchant Wholesalers	5092	Toys and Hobby Goods and Supplies
511210	Software Publishers	7372	Prepackaged Software

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Battery Markets in the US, December 2016

Single-Use (Primary) Batteries in the US, November 2016

Drones (UAVs), June 2016

Corrugated & Paperboard Boxes, April 2016

Freedonia Focus Reports

Batteries: United States

Bicycles: United States

Computers & Peripherals: United States

Demographics: United States

Drones: United States

Durable Childcare Products: United States

Motion Pictures & Video: United States

Sports Equipment: United States

Freedonia Custom Research

Trade Publications

Chain Store Age

Plastics News

TD Monthly

The Toy Insider

ToyNews

Toy World

Agencies & Associations

American Specialty Toy Retailing Association

ASTM International

Canadian Toy Association

International Council of Toy Industries

The Toy Association

United States Consumer Product Safety Commission

United States Department of Commerce

United States Census Bureau

United States International Trade Commission