

White Paper on Automotive Supplies Market 1999 - Japan

Description: Social factors affecting toy markets : declining birth rates/aging of society, family consumption and expenditure for toy, recent number of firms in manufacturing/retailing sectors
Current status and future prospects of toy industry
Market trend by toy type (market size, domestic shipment, manufacturer share)
Electronic toys
Jigsaw puzzles
Conventional games
Boys' toys
Girls' toys
Basic toys
Stuffed animals and dolls
Seasonal toys
Models and hobby products
Video games
Case studies of 26 toy-related companies
Data of leading toy manufacturers, wholesalers, retailers, game manufacturers, etc.
Data of toy import and export
This publication replaces (since 1998 Jan.).

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