

What to Watch in China's Licensed Toys Market

Licensed toys in China are growing fast. The recent trend of high double-digit YOY growth in value sales reached 32% in September 2020, showing consumers' interest and purchase intentions related to licensed toys are strengthening. What are the licenses and categories to watch, and where are your most promising opportunities? **Here's a look at our latest insights.**

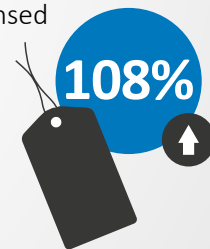
Top toy licenses in China

Mercedes-Benz, Ultraman, and Disney Frozen were the three most popular licenses for toys in September.



Higher ASP

The average selling price of licensed toys was **108% higher than the average selling price for total toys in September.**

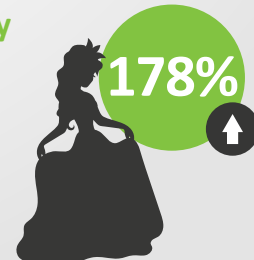


The view by supercategory

Outdoor & sports toys was the biggest supercategory for licensed toys in September, at 26% market share. Luxury car licenses were the focus.



The dolls supercategory had the fastest growth rate in licensed toys, posting +178% YOY growth in September.



NPD's **E-commerce Toys Tracker** delivers data and insights on actual online purchases. We are here to help you answer your questions and grow your business in the Chinese toy market.

Source: The NPD Group/China E-commerce Toys Tracker, September 2020 vs. 2019



If you have questions, or if we can support your business in any way, please contact Samuel Yan at +86 (21) 62753222 ext. 303 or email samuel.yan@npd.com

