

Total production of toys and games in the European Union: nearly €5 billion (manufacturer's price) of which 80% is generated by France, Germany, Italy, Ireland, Spain, the UK and the new EU Member States, Czech Republic and Poland.

The European Union has nearly **2,000 manufacturers** working in the toy and games sector, approximately 80% of which is composed of SMEs.

The toy industry **directly employs** nearly 100,000 people in the European Union (production, research and development, marketing, sales, distribution and many other services).

Total exports of traditional toys from EU 27 to non EU countries: € 981.3 million (-2.2% compared to 2007). The US remains the EU's leading customer and accounts for 18% of total exports, followed by Switzerland (15%), Norway (13%) and Russia (10%).

Total import of traditional toys from non EU countries to EU27: € 6.5 billion (-2.2% compared to 2007). China is the leading supplier which accounts for 87% of total imports.

An overall retail market (excluding video games) in the EU of € 14,280 billion.

Sources:
National Toy Associations and UbiFrance



Toy Industries of Europe (TIE) is an Action Group. It is the representative voice of the Toy Industry to EU stakeholders. Members include corporate companies, national associations and affiliates. Corporate members currently include Artsana, Bandai, Giochi Preziosi Group, Hasbro Europe, Hornby, the LEGO Group, Mattel Europe, Schleich and Sorematec/Ferrero. National associations currently include the Asociación Española de Fabricantes de Juguetes (AEFI), Assogiocattoli, the Bulgarian Toy Association, the British Toy & Hobby Association (BTHA), the Deutscher Verband der Spielwaren Industrie (DVSJ), the Fédération Belge du Jouet, the Fédération Française des Industries Jouet-Puériculture (FIP), the Nordic Association of Toy Manufacturers, the Organisatie van Nederlandse Speelgoedleveranciers (ORNES), the Polish Toy Association and the Swedish Toy Association.

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2008 ECONOMIC PANORAMA

TIE is the representative voice of the Toy Industry in Europe, which comprises over 25% of the total world toy market. The toy industry is highly international. It is one of the most dynamic business sectors in Europe – to meet the demands of children and their parents, 60% of toys are new products on the market each year. The European toy industry is also unique as approximately 80% of the sector is composed of small-to-medium sized enterprises (SMEs) which have less than 50 employees.

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General trends

The toy business is highly seasonal, with consumers making the majority of purchases (approximately 60%) during the Christmas period (Nov-Dec). Toys sales also tend to experience some increase during Easter, the summer break and during the post-holiday season. In the EU 27, the market for traditional toys has remained stable between 2007 and 2008 at approximately € 14 billion.

Distribution

Toy shops remain the leading distributors and hold more than one-third of the total EU market share in 2008, followed by super/hyper markets and other types of retailers. The evolution of the retail sector is also subject to regional variations (e.g. in France, Spain and Italy, where most toys are sold via hypermarkets, compared with toy specialists and other types of retailers, who have a larger presence in Germany and the UK).

Distribution channels by country in 2008

	FR	DE	IT	SP*	UK	TOTAL
DEPARTMENT STORES ¹	2%	17%	6%	10%	5%	7.1%
DISCOUNT/VARIETY STORES ²	2%	4%	4%	0%	15%	6.7%
MAIL ORDER CATALOGUES & ONLINE/INTERNET ³	6%	12%	1%	1%	7%	6.5%
SUPER/HYPERMARKETS ⁴	41%	15%	39%	41%	16%	27.7%
TOY SHOPS ⁵	44%	40%	34%	39%	32%	37.7%
OTHER TYPES OF RETAILER ⁶	5%	12%	16%	9%	25%	14.3%
TOTAL	100%	100%	100%	100%	100%	100%

Source : NPD Group:
 1 Includes departments stores such as El Corte Ingles, Kaufhof, Galeries Lafayette
 2 Urban non-toy specialists (book shops, CD shops, generalists)
 3 Includes companies like Quelle and La Redoute
 4 Mass merchant stores such as Carrefour, Tesco, Auchan
 5 Toy chains and toy shops, e.g. Toys'R'Us, La Grande Récré, Toys Center
 6 Non-toy specialists shops (catalogue show rooms, market, others e.g. Argos).

* Source : Statistics courtesy of the Asociación Española de Fabricantes de Juguetes (AEFI)

Market share

In terms of market share, the majority of toy sales (approximately 77%) in 2008 took place in the UK, France, Germany, Italy, Spain and the Netherlands.

Other main countries included :

- Belgium 2.8%
- Sweden 2.6%
- Poland 2.2%
- Denmark 2.0%
- Austria 2.0%
- Ireland 1.8%
- Finland 1.5%
- Greece 1.5%
- Portugal 1.1%

COUNTRY	MARKET SHARE (%)
UK	20.8
FRANCE	20.0
GERMANY	16.0
ITALY	7.9
SPAIN	6.7
THE NETHERLANDS	5.3
OTHERS	23.3
TOTAL	100%

Source : NPD Group

Main toy categories

The leading toy category in the EU is infant/preschool toys with close to 20% market share in 2008, followed by games and puzzles (12%), dolls (12%) and outdoor toys (10%). Together these categories comprise over half of the toy sales in the EU in 2008.

INFANT/PRESCHOOL TOYS	19.8
GAMES/PUZZLES	12.8
DOLLS	12.4
OUTDOOR & SPORTS TOYS	10.7
VEHICLES	10.1
BUILDING SETS	7.0
ARTS & CRAFTS	6.3
ACTION FIGURES AND ACCESSORIES	6.0
PLUSH	5.3
YOUTH ELECTRONICS	3.2
ALL OTHER TOYS	6.4
TOTAL	100%

Source : NPD Group

Our children

It is estimated that there are over 78 million children under the age of 14 in the EU27, approximately one-third of which are under the age of 5 years.

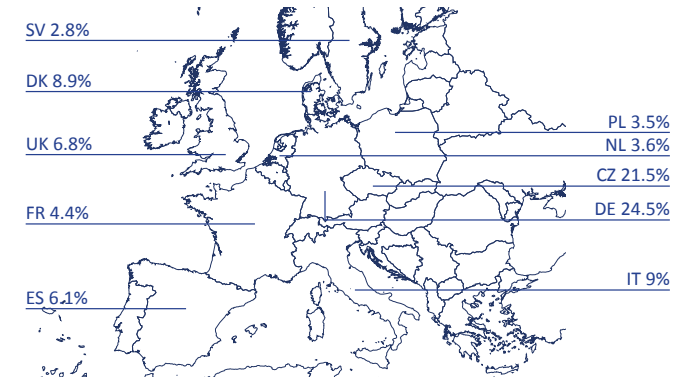
0-4 YEARS	25.5
5-9 YEARS	25.7
10-14 YEARS	27.0
TOTAL	78.2

LESS THAN 5 YEARS	32.7%
BETWEEN 5 AND 9 YEARS	32.8%
BETWEEN 10 AND 14 YEARS	34.5%

There was also a slight increase in birth rate in the EU of 0.8% in 2008 (5,384,924 births).

Source : Eurostat

€ 981.3 million in 2008



In 2008, other countries included: Belgium: 1,9 %, Austria: 1,6 %, Slovakia: 0,7 %, Greece: 0,6 %, Slovenia: 0,6 %, Romania: 0,6 %, Malta: 0,6 %, Hungary: 0,5 %, Portugal: 0,4 %, Bulgaria: 0,3 %, Ireland: 0,3 %, Finland: 0,3 %, Lithuania: 0,3 %, Latvia: 0,1 %, Estonia: 0,1 %, Cyprus: 0 %, Luxembourg: 0 %. - Source : Ubifrance 2008

€ 6.5 billion in 2008



In 2008, other countries included: Sweden: 1,6 %, Austria: 1,5 %, Czech Republic: 1,4 %, Ireland: 1,0 %, Roumania: 0,9 %,Hungary: 0,5 %, Slovakia: 0,5 %, Portugal: 0,4 %,Finland: 0,4 %, Bulgaria: 0,3 %, Lithuania: 0,2 %, Cyprus: 0,2 %, Slovenia: 0,2 %, Estonia: 0,1 %, Malta: 0,1 %, Latvia: 0,1 %, Luxembourg: 0 %. Source : Ubifrance 2008

A part of direct imports includes finished products and spare parts that may be re-exported in other EU 27 countries. Figures above do not include video games.