A Profile Of The United States Toy Industry

#US toy industry #United States toy market #toy industry trends #American toy manufacturers #children's toy market USA

Delve into an insightful profile of the United States toy industry, offering a comprehensive overview of its current landscape. This analysis highlights key US toy industry trends, major players, and the overall size of the American toy market. Discover the latest developments impacting children's toy market USA and what drives consumer preferences among US toy manufacturers and retailers.

A Profile of the United States Toy Industry, Second Edition

The toy industry is one of the most consistently misunderstood sectors of American business, comprising a wide range of businesses under one banner-entertainment, commodities, fashion and licensing-that each behave differently. Broad-based change is constant, with more than 40 percent of toy products new each year. The U.S. market comprises about 600 publicly and privately held companies, valued at about $22 billion per year at wholesale for traditional toys, which has remained relatively constant since the 1990s. It is also the only industry where success depends on the whims of a child. This book is a concise and in-depth introduction to the structure, practices, and market forces that impact the toy industry, including a short history, a description of the current market landscape, product trends, emerging opportunities and threats and expectations for the future, as well as aspects of retailing, consumer behavior, and financial markets. While the book's primary focus is the U.S. toy industry, one cannot ignore the global scope of the business, particularly related to manufacturing, growth potential and emerging markets. It is intended to provide a foundation for understanding the diverse and dynamic nature of the toy industry and many things that make it unique and to provide an introduction to this fast-paced, always changing and fiercely competitive business where success is often more an art than a science.

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The toy industry is one of the most consistently misunderstood sectors of American business. That's no surprise because on many levels it resists easy definition. It's a commodity business. No, it's a fashion business. No, it's a consumer products business. No, it's an entertainment business. The fact is it's all of these businesses, each of which addresses and responds to market forces differently. And often, especially with the larger, publicly traded companies -- all of these businesses share a balance sheet. Toy consumers are equally diverse, ranging from grandparents planning a splurge, to parents hoping to give their kids a leg up in learning to kids parting with their pocket change. They cross every demographic category. As we often say, if you're going to reproduce and buy stuff -- or if you know someone who is -- you're a toy consumer. And, those consumers have more than 160,000 different toys to choose from at any time -- ranging from the hot, TV-promoted items to inexpensive impulse toys. It's also the only industry where the performance of a multi-billion, multinational company can be largely dependent on the whims of an 8- year-old.

A Profile of the United States Toy Industry, Third Edition

This book examines the creative impact of licensing on the entertainment industry, how licensing practitioners’ occupational disposition is formed, and the role licensing professionals play in managing the circulation of intellectual property. Offering a study of the spatial logics and fantasies employed by the licensing field via its annual trade show, the Licensing Expo, this volume investigates how space and place are instrumental in both fortifying and exposing the political-economic, infrastructural, as well as ideological structures that constrain and enable participation in the licensing field. Further supplemented by participant observation and interviews with 23 industry professionals, the book explores how the licensing field understands its increasingly central role in the entertainment industry’s operations, and how it responds to changes in retail environments, digital platforms, and international markets, phenomena which have required a recalibration of the field’s occupational identity. An exploration of an understudied aspect of the entertainment industry, this book will primarily appeal to scholars within media studies, and those studying media industries, media franchises, and media work cultures. It will also be of interest to people studying consumer culture, brand culture, advertising, organizational communication, as well as fan cultures.

The American Toy Industry's Golden Era

Software plays a critical role in today’s global information economy. It runs the computers, networks, and devices that enable countless products and services. Software varies in size from vast enterprise and communications systems like the enormous enterprise resource planning system from SAP to the tiny app Angry Birds. This book offers a profile of the software industry and the companies in the industry. It describes the primary products and services produced; reviews its history; explains how the industry is structured; discusses its economics and competitive environment; and examines important trends and issues including globalization, workforce, regulation, and the emergence of new software business models. Software runs the computers and networks that support the flow of information in the global economy, and this book provides a real look at the intricacies of this industry.

Toys and Models

The farm machinery industry, though dominated by three large companies, is a complex sector of the global manufacturing economy that encompasses many smaller manufacturers as well. While contributing a small percentage to gross world product, it is vitally important to another key sector of the economy agriculture. Consequently, the recent rise in global crop prices has allowed the industry to be more resilient than other mature manufacturing sectors, like automobiles. The proposed book will provide a concise but comprehensive look at the farm machinery industry: its history, organization, competitors, and the challenges and opportunities the industry faces as a result of regulations, globalization and outside market forces. This will be done as a means of understanding a crucial building block to the success of agriculture's ability to feed the expanding world population.

USITC Publication

The motor vehicle industry is one of the world’s largest. More than 1 billion vehicles are in use around the world, and 80 million are produced and sold annually. Motor vehicles—including passenger cars, trucks, and commercial vehicles such as buses and taxis—are the principal means by which people and goods are transported within and among most communities in the world. This book details the history of the motor vehicle and of the leading carmakers. Inside, you’ll learn just how cars are made and sold; the leading suppliers of parts that go into a car; the increasing role of government in regulating vehicles; and future challenges for the industry. The motor vehicle industry includes corporations that design, develop, and manufacture cars and trucks. These carmakers, such as Ford and Toyota, are among the world’s most-familiar corporate brands. The motor vehicle industry also encompasses lesser-known businesses, including several thousand parts makers, tens of thousands of retailers, and specialized lending agencies. The importance of the motor vehicle industry transcends even its central role in the global economy. The industry was responsible for many of the fundamental innovations of 20th century production, such as corporate organization, manufacturing processes, and labor relations, as well as sales innovations including product branding and consumer financing. In the 21st century, the motor vehicle industry has been a leader in adopting new production strategies and expanding into new markets.

Production Sharing

The electric power industry was traditionally a utility to which people gave little thought. It has stable prices, low business risk, and predictable emerging issues. But great change has shaken the industry—mergers have resulted in large and powerful companies. Natural gas prices have plummeted and gas is replacing coal as the basis for both electricity production and new capacity. Environmental regulation is in flux. And new technologies are transforming all parts of the industry’s value chain. The high cost and new skills demanded by these technologies give rise to unprecedented financial risk. Addressing these new challenges and changes is the perfect book—A Profile of the Electric Power Industry: Facing the Challenges of the 21st Century. This book describes how the industry is organized, how it functions, with several unique aspects addressed in depth. These aspects include electricity demand, production, capacity expansion, generating technologies, fuels, regulation of both prices and environmental impacts, and retail products. Global climate change, energy efficiency, and the Smart Grid also receive extended coverage to help you understand the industry’s future.

Configuring the Field of Character and Entertainment Licensing

Steel companies were at the birth of the modern business corporation. The first billion dollar corporation ever formed was U.S. Steel in 1901. By the mid-twentieth century the steel mill and the automobile plant were the two pillars upon which the twentieth century industrial economy rested. Given the scale of capital and operations, vertical integration was seen to be pivotal, from the raw materials of iron ore and coal on one end of the supply chain to the myriad of finished products on the other. By the end of the twentieth century, however, things had dramatically changed. Take a look inside for a brilliant and concise history of the steel industry. The author has put together a true presentation of the economics of the industry, with an overview of how the industry operates and the environment in which it operates. This book includes a detailed discussion of the regulation of the industry; a documentation of the reasons why a rejuvenated steel industry will be critical to the economic health of the United States and Canada; and a rationale for the reemergence of the steel industry in particular, and manufacturing in general, as a vital force in the North American economy of the new millennium. It was widely perceived that the United States was moving from an industrial age into an information age, driven by high technology. That process is now being reversed. The steel industry has continuously been forced to remake itself, and this book describes those developments and dynamics.

World Trade in Toys

This book highlights the role of global networks, lean and green production methods, customized quality versus price competitiveness, online outreach along with showroom access, labor issues, and related factors that continue to compel location shifts and extensions of the furniture industry. The furniture industry serves as an indicator for the changing state of American manufacturing. A brief history of U.S. furniture manufacturing creates the context for continuing geographic shifts among Asian locations, foreign ownership impacts and global market considerations, as well as the demands of three significant domestic market demographics. The furniture industry is separated into its various parts from wood to metal, home to institutional markets. Government actions including tariffs, health, and environmental regulations are also considered. Based on numerous interviews and site visits, strategies of corporate survivors in the face of mergers, and emergence of new players are profiled to indicate practices for increasing adaptive capacity and marketing the appeal of “made here”. This book highlights the role of global networks, lean and green production methods, customized quality versus price competitiveness, online outreach along with showroom access, labor issues, and related factors that continue to compel location shifts and extensions of the furniture industry.

Monthly Catalog of United States Government Publications

Attending a live concert or theatrical performance can be a thrilling experience. At their best, the performing arts represent the height of human creativity and expression. But the presentation on stage, whether it is Shakespeare, Beethoven, or The Lion King, depends on a business backstage. This book provides an overview of both the product on stage and the industry that makes it possible. While the industry’s product is unique—with unique supply and demand characteristics—it is still an industry, with supply inputs, organization structures, competitors, business models, value chains, and customers. We will examine each of the major segments (Broadway, regional theater, orchestra, opera, and ballet) along these business dimensions. This book will give lovers of the performing arts an understanding of the business realities that make live performances possible. Managers, board members, and performers will be better equipped to take on the strategic challenges their companies face. People contemplating any of these roles will have a better idea of what to expect. Business analysts and students of strategy will discover how economic frameworks apply in this unique setting where culture and commerce converge.

Enhancing the Safety of Our Toys

We know that the people of Mesopotamia were using crude oil as a tar for building ships and houses as early as 3000 BC, so it is not by any means a new industry-but it is a volatile one. Oil and gas are important to every aspect of our economy yet this industry is distinguished by its combination of increasing demands and decreasing discovery volumes-and it is an industry shrouded in an environment of extremely volatile pricing. This book is a vital introduction to the oil and gas industry that focuses on history, operations, major companies, outside market forces, regulation, and the current challenges the industry faces. Such factors as finite natural resources, the environment, economics, geopolitics, and technology are also analyzed in detail. The focus on oil and gas is likely to continue to grow until efficient, environmentally safe alternate fuels become available. And because it's woven with complex relationships that are ever changing, this book is the best tool to have for a better understanding of this industry.

A Profile of the Software Industry

The Yearbook of Experts, Authorities & Spokespersons started in 1984 as the Talk Show Guest Directory. Mitchell P. Davis won the Georgetown University Bunn Award for Excellence in Journalism and graduated from their business school. Started his PR business in 1984 with publication of the Talks Show Guest Directory. Served on the board of the National Association of Radio Talk Show Hosts. Now in it’s 37 annual edition the Yearbook of Experts, Authorities & Spokespersons has been requested by tens of thousands of journalists. See and download a free copy of the 37th Yearbook of Experts at www.ExpertBook.com -- his website: www.ExpertClick.com hosts all the expert profiles and hundreds of thousands of news releases. His resources are loved by the new media. --- The New York Times called it: 'Dial-an-Expert.' The Associated Press called it: 'An Encyclopedia of Sources,' and PRWEEK called it: 'a dating service of PR.' He also founded The News Council, to help non-profit groups use the power of his networking.

A Profile of the Farm Machinery Industry

Highlights U.S. industrial activities and features: economic assumptions; recent financial performance of U.S. manufacturing corporations; the U.S. export boom and economic growth; highlights of the 1993 U.S. outlook; the top 50 trade events in 1993; Dept. of Commerce competitive assessments; industry reviews; trade finance; educational training; and forecasts. Also lists industry analysts by name with a phone number.

A Profile of the Automobile and Motor Vehicle Industry

For over 20 years, the development of children's television programming has been subsidized by toy manufacturers. The result has been an increased commercialisation of children's popular culture - the creation of a "material world" of childhood characterized by brand-name toys, games, clothing, and television characters. Drawing on historical background and case studies, this book presents a unique look at the development of children as targets of the media and commercial industries, and examines the economic and social forces that have defined the evolution of children's entertainment. This volume is of interest to professionals and students in media studies, mass communication, and related fields; readers interested in contemporary children's culture and the content of children's programming.

President's List of Articles which May be Designated Or Modified as Eligible Articles for Purposes of the U.S. Generalized System of Preferences

An account of the world of toys, examining the successes and failures of the products of many toy companies.

United States Industrial Outlook for 200 Industries with Projections for ...

The yearly volumes of Censored, in continuous publication since 1976 and since 1995 available through Seven Stories Press, is dedicated to the stories that ought to be top features on the nightly news, but that are missing because of media bias and self-censorship. The top stories are listed democratically in order of importance according to students, faculty, and a national panel of judges. Each of the top stories is presented at length, alongside updates from the investigative reporters who broke the stories. Beyond the Top 25 stories, additional chapters delve further into timely media topics: The Censored News and Media Analysis section provides annual updates on Junk Food News and News Abuse, Censored Déjà Vu, signs of hope in the alternative and news media, and the state of media bias and alternative coverage around the world. In the Truth Emergency section, scholars and journalists take a critical look at the US/NATO military-industrial-media empire. And in the Project Censored International section, the meaning of media democracy worldwide is explored in close association with Project Censored affiliates in universities and at media organizations all over the world. A perennial favorite of booksellers, teachers, and readers everywhere, Censored is one of the strongest life signs of our current collective desire to get the news we citizens need—despite what Big Media tells us.

A Profile of the Electric Power Industry

Toys - from teddy bears to Barbie dolls to train sets - define our image of childhood innocence. But the truth is that toys represent a $21 billion a year industry, and with so much money at stake, the toy business is anything but child's play. In The Real Toy Story, investigative journalist Eric Clark exposes the startling truths behind Britain's favourite toys. Drawing on interviews with over 200 industry insiders, Clark names and shames the corporations spending millions on research into the best way to manipulate their target audience while manufacturing products in China under virtual slave labour conditions. In a world of cut-throat competition and cold-blooded marketing, toy companies are increasingly willing to sacrifice our children in the rush for profits. And as more children forsake cuddly play things for Ipods and cell phones, companies are using even more extreme tactics- unashamedly using sex and violence to sell dolls and action men to children as young as three - to make sure that their toy is the one that children want to have. The Real Toy Story is essential reading for the millions of adults who care about the toys they choose for the children in their lives.

A Profile of the Steel Industry

A Profile on Toy Manufacturing