



Y-1609

# Production of ***Plastic Toys***

**Fast-Growing Kids Toys Industry  
to Consider when Starting a  
Business**



# Introduction

A toy is an item that's employed in play, particularly one designed for such use. Playing with toys is a pleasant means that of training young kids always in society. Totally different materials like wood, clay, paper, and plastic are used to create toys. Several items are designed to function toys, however merchandise produced for different functions also can be used. For example, a tiny low child might fold an ordinary piece of paper into an airplane form and "fly it". Newer kinds of toys include interactive digital entertainment. Some toys are produced primarily as collectors' things and are intended for show solely.



## Types of Plastic Toy Molds

Plastic toy plays a leading role in the toy market, and their production use almost all plastic molding processes. The most common plastic toy molds are in the following categories:

**Injection mold:** it's the foremost widely utilized in toy production. It's the characteristics of high product quality, stable size, smart end and high production efficiency. It's applied to a flirt with prime quality requirements, several assembly components, thick wall thickness and large batch size.

**Hollow mold:** it's specially applied to production of hollow toy products with complex shapes, large wall thickness and huge size, and low dimensional accuracy.

**Electroforming mold:** it's a highly simulated outer surface because it is directly electroformed in step with actual material, so even skin pores is perfectly displayed. It's notably suitable for production of head, torso and limbs on the toy dolls and animal.

# Processing Characteristics and Processing

## Technology of Plastic Toy Molds

Based on above toy product design and plastic mould design requirements, toy molds in its processing characteristics and processing technology are also more complex and special than other molds. It must have a special processing technology to ensure. The following focuses on the processing characteristics and processing techniques of several toy molds:

**Related Projects:** - Plastics, Polymers and Resins, Polypropylene (PP), Polystyrene (PS)



# Simulation Surface Processing Technology

For mold processing with simulation requirements, it is difficult to meet requirements by general conventional machining methods. It is also very difficult to manually engrave, and it is easy to get out of shape. Therefore, there are several special processes to meet processing of cavity surface of simulated surface.

1, Cavity surface chemical etching process: It can process various patterns, such as various patterns, imitation leather lines, and imitation wood grain and so on.

2, Electroforming process: It is characterized by being faithful to the original shape.



## Generally, There are Two kinds of Processing Methods:

- 1, directly electroforming after being processed by physical object, and mold cavity is set by electroforming;
- 2, electroformed with same copper electrode as real object, and then set copper electrode as mold cavity.

## Contouring process

Since toy has an irregular shape, it is often necessary to use profiling during processing of mold. Following profiling processes are commonly used:

- 1, Directly process convex and concave molds with ratio of After sample with ratio of is processed, as a master, convex and concave cavity are directly processed on the copy milling according to the ratio of It is suitable for processing large, medium and less demanding cavities.

2, profiling process of Magnifying and reducing through making a profiling by enlarging sample several times. Proportioning several times to make a profiling, then profiling is reduced according to original scale during profiling process to obtain convex and concave die. It is more suitable for cavity machining of medium, small and complex fine patterns.

3, after shape of electric spark of EDM is machined, electrode spark formed by profiling is used to machine convex and concave mold cavity. It is often used for processing of concave mold.

4, Three-dimensional profiling process of CNC programming: It is common in CNC programming with character of high processing precision.



## Precision Casting Method Forming Convex and Concave Molds

It is often used in the manufacture of hollow molds, and is generally suitable for large and medium-sized molds with complex shapes but low precision requirements. Common casting methods include: high temperature casting such as cast steel and cast [copper](#). It is suitable for large and medium plastic toy molds; medium temperature casting including cast aluminum, cast zinc alloy and suitable for medium and small plastic toy molds; low temperature casting generally suitable for small pattern cavity. However, disadvantages of these casting processes are large deformation, low precision, large error, and need to be reworked frequently.





## **EDM Process**

EDM process is one of the most commonly used processes in toy mold processing.

## **Effective Polishing Method for Cavity Surface**

In the toy mold, surface polishing is a very important work after [plastic](#) mould design, and polishing workload even accounts for more than 50% of entire molding cycle. How to achieve polishing requirements quickly and efficiently is a goal pursued by mold processing in [plastic](#) molding factory.

In particular toy mold has a small and deep cavity and it is difficult to polish. Although there are many electric polishing tools and other polishing techniques, manual polishing still plays a leading role at present. In order to achieve a good polishing effect, it is necessary to train a good quality polisher, have a strict polishing procedure, and combine advanced polishing materials.

# Market Outlook

The Indian toys market was worth US\$ 1.75 Billion in 2019. The existence of toys in India dates back to the Indus Valley Civilization around five thousand years ago. The earliest toys included whistles shaped like birds, toy monkeys which could slide down a string and small carts which were made from materials found in nature such as sticks, clay and rocks. In recent years, the advent of advanced technology and machinery has encouraged manufacturers to produce modern and innovative toys. Looking forward, the Indian toys market to exhibit strong growth during 2020-2025.



India has one among the largest young population within the world, because of that, the industry within the country has witnessed a rapid growth. The market is brimming with a wide array of each traditional and modern toys. However, with evolving trends, there has been a shift from standard toys towards innovative and advanced electronic toys. As an example, plaything has replaced wood building blocks whereas Barbie dolls have currently taken over ancient cloth dolls.

The existence of toys in India dates back to the Indus depression Civilization around five thousand years alone. The earliest toys included whistles formed like birds, toy monkeys that might break a string and small carts which were made of materials found in nature similar to sticks, clay and rocks. In recent years, the advent of advanced technology and machinery has inspired manufacturers to produce modern and innovative toys.

The marketplace for branded toys is growing with key players like Hamlets standing robust with 127 stores and therefore the United States based mostly retailer, Toys R United States growing steady with 12 stores currently operational across the country. Each the formats have aggressive growth plans for 2020 and on the far side. In smaller towns, wherever access to those stores is limited, on-line e commerce players like Amazon and Flipchart are helping bridge the gap through door-step delivery.

**Related Books: - [Plastics and Polymers, Polyester Fibers](#)**

From ancient toys like wood carts, whistles, unbranded plush toys and dolls, the Indian consumer is currently transitioning to a replacement range of toys, heavily influenced by Social media and global popular culture. The demand for international brands is on the increase and therefore the internationally licensed toy market in India is anticipated to grow exponentially.

Driven by a huge shopper base, India represents an important marketplace for toys. With a population of around 1.3 Billion, it's the second largest inhabited country within the world. Moreover, the country features a terribly large young population with around half the whole population under the age of 25.

The increasing domestic demand for toys in India is also being catalyzed by the country's robust economic growth and rising disposable incomes. India has exhibited robust value growth rates for the last many years and currently represents amongst the world's largest economies. Driven by this trend, the conservative population has old strong growth within the region. Consumers have a lot of disposable incomes and their spending patterns have conjointly changed. This has resulted during a major shift from traditional, medium- to low-end battery-operated toys, towards innovative electronic toys, intelligent toys as well as upmarket plush toys.

There are a large sort of toys currently on the market within the market. the diverse product class ranges from traditional plush toys, construction and building toys, dolls, board games and puzzles to high-end electronic toys, educational toys, ride-ones, etc. There are toys that are domestically created by little, medium and huge manufactures and also those who are produced from known international brands. Every toy category has inexpensive and high-end versions.



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## Indian Toys Market Drivers:-

### Views on Recent Moves by the Indian Government

The India government has recently announced a stricter quality testing for imported toys and also considering imposing further curbs, making toys a part of the restricted list. It is also looking to increasing the import duty further by 60%, over the 100% that was already increased in the earlier budgets.

While it's a welcome move to have stricter quality control in place because it would mean that the unbranded cheaper toys would find it difficult to make its way into the market and branded safer toys will have a larger play. This move could put India at part with the larger toy consuming markets like US, UK, Canada and Australia along with other top European countries, where most of the toys are branded and safe.

However, with import duty increase, a measure that the government of India expects to help in local manufacturing of toys, appears like a move coming from a lack of understanding of the industry dynamics.

**Videos: - [How to Start Kids Electronic Toys Factory](#)**

To promote local manufacturing, incentivizing manufacturing would be a much bigger invitation for international toy manufactures to set up shop in India and export to worldwide markets, rather than making it difficult to import. Simply because, most of the brands and entertainment properties that the toys are based on, are owned outside of India, and at least a Speciality toy store in the organized sector like Hamlets or Toys Us will continue to be merchandised over 90% with toys into the country,





as India is one of the smallest consumption markets for branded toys globally and it would only make commercial sense for big global toy companies to set up a manufacturing facility for export rather than for domestic consumption.

**Related Videos: - [Plastics Projects](#)**

Increasing import duties could only make branded safe toys more expensive and turning consumers to cheaper Indian made toys which aren't of as high quality as international branded toys as of today. This measure means that the small Indian toy traders and retailers, apart from Indian corporates like Reliance who have significant play in toys will be severely impacted.



A move that would not go down well with the traders' associations that form a large voting base for the government. In any case with the current 20% duty, freight and tax rates, the branded toys are priced at least 2X, if not more, as compared to locally made toys for the same box size. So, by no means a threat to local manufacturing.

Moreover, making licensed, high quality international brands available in India continues to be a challenge due to tough Import norms and the recent increase in import duty. As a result, small businesses, who wish to legitimately license and sell these products suffer, while low quality, low cost Chinese toys continue to flood the market.



## Key Players

Mega Bloks, Magformers, Haba, Melissa&Doug, B.Toys, Funskool, Lego, Mattel, Hasbro

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# **Major Queries/Questions Answered in the Report?**

- 1. What is Plastic toys Manufacturing industry ?**
- 2. How has the Plastic toys Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Plastic toys Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Plastic toys Manufacturing plant ?**

**5. What is the structure of the Plastic toys Manufacturing Business and who are the key/major players ?**

**6. What is the total project cost for setting up Plastic toys Manufacturing Business?**

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# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**



- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

# **Scope of the Report**

**The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Plastic toys.” provides an insight into Plastic toys market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Plastic toys project. The report assesses the market sizing and growth of the Indian Plastic toys Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Plastic toys sector in India along with its business prospects. Through this report we have identified Plastic toys project as a lucrative investment avenue.**

# Tags

#plastictoy #plastictoys #PLasticProducts #toys #BootlegToys #KnockOffToys  
#DetailedProjectReport #businessconsultant #BusinessPlan  
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**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.**



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**The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,**



**Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**



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- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*





*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*



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- *Market Research Reports*
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- *Technology Books and Directory*
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- *Databases on CD-ROM*
- *Laboratory Testing Services*
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- *Entrepreneur India (An Industrial Monthly Journal)*

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- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



# Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

## Who do we Serve?

- Public-sector Companies
- Corporates
- Government Undertakings
- Individual Entrepreneurs
- NRI's
- Foreign Investors
- Non-profit Organizations, NBFC's
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations

## Sectors We Cover

- Ayurvedic And Herbal Medicines, Herbal Cosmetics
- Alcoholic And Non Alcoholic Beverages, Drinks
- Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- Activated Carbon & Activated Charcoal
- Aluminium And Aluminium Extrusion Profiles & Sections,
- Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling

## Sectors We Cover *Conti...*

- Bamboo And Cane Based Projects
- Building Materials And Construction Projects
- Biodegradable & Bioplastic Based Projects
- Chemicals (Organic And Inorganic)
- Confectionery, Bakery/Baking And Other Food
- Cereal Processing
- Coconut And Coconut Based Products
- Cold Storage For Fruits & Vegetables
- Coal & Coal Byproduct



## Sectors We Cover *Cont...*

- Copper & Copper Based Projects
- Dairy/Milk Processing
- Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- Electrical, Electronic And Computer based Projects
- Essential Oils, Oils & Fats And Allied
- Engineering Goods
- Fibre Glass & Float Glass
- Fast Moving Consumer Goods
- Food, Bakery, Agro Processing

## Sectors We Cover *Cont...*

- Fruits & Vegetables Processing
- Ferro Alloys Based Projects
- Fertilizers & Biofertilizers
- Ginger & Ginger Based Projects
- Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- Hotel & Hospitability Projects
- Hospital Based Projects
- Herbal Based Projects
- Inks, Stationery And Export Industries

## Sectors We Cover

*Cont...*

- Infrastructure Projects
- Jute & Jute Based Products
- Leather And Leather Based Projects
- Leisure & Entertainment Based Projects
- Livestock Farming Of Birds & Animals
- Minerals And Minerals
- Maize Processing(Wet Milling) & Maize Based Projects
- Medical Plastics, Disposables Plastic Syringe, Blood Bags
- Organic Farming, Neem Products Etc.

## Sectors We Cover *Cont...*

- Paints, Pigments, Varnish & Lacquer
- Paper And Paper Board, Paper Recycling Projects
- Printing Inks
- Packaging Based Projects
- Perfumes, Cosmetics And Flavours
- Power Generation Based Projects & Renewable Energy Based Projects
- Pharmaceuticals And Drugs
- Plantations, Farming And Cultivations
- Plastic Film, Plastic Waste And Plastic Compounds
- Plastic, PVC, PET, HDPE, LDPE Etc.

## Sectors We Cover *Cont...*

- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- Spices And Snacks Food
- Steel & Steel Products
- Textile Auxiliary And Chemicals

## Sectors We Cover *Cont...*

- Township & Residential Complex
- Textiles And Readymade Garments
- Waste Management & Recycling
- Wood & Wood Products
- Water Industry(Packaged Drinking Water & Mineral Water)
- Wire & Cable

# MARKET RESEARCH REPORTS

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## Objective

- ⌘ To get a detailed scenario of the industry along with its structure and classification
- ⌘ To provide a comprehensive analysis of the industry by covering aspects like:
  - ⌘ Growth drivers of the industry
  - ⌘ Latest market trends
  - ⌘ Insights on regulatory framework
  - ⌘ SWOT Analysis
  - ⌘ Demand-Supply Situation
  - ⌘ Foreign Trade
  - ⌘ Porters 5 Forces Analysis



## Objective

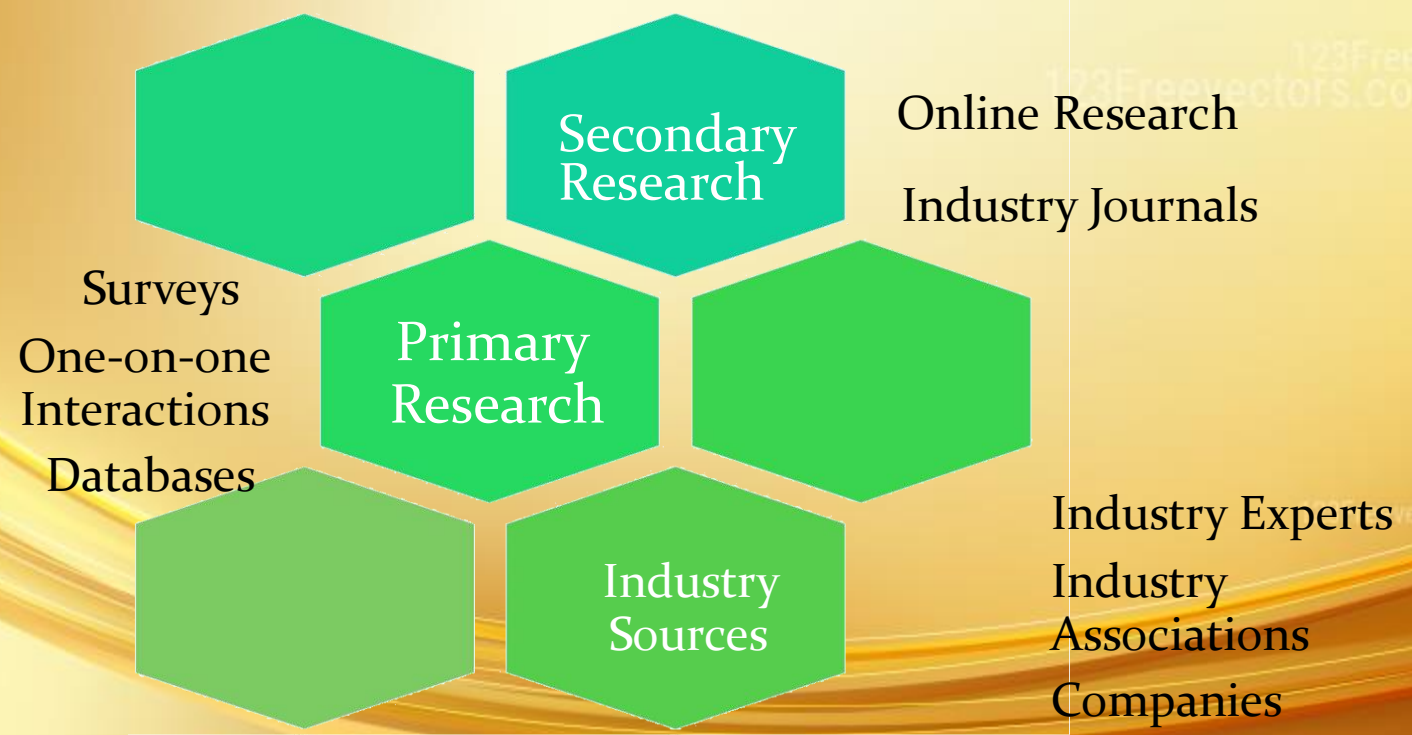
- ∞ To provide forecasts of key parameters which helps to anticipate the industry performance
- ∞ To help chart growth trajectory of a business by detailing the factors that affect the industry growth
- ∞ To help an entrepreneur/manager in keeping abreast with the changes in the industry
- ∞ To evaluate the competitive landscape of the industry by detailing:
  - ∞ Key players with their market shares
  - ∞ Financial comparison of present players

## **Clientele**

- ⌘ Venturist/Capitalists
- ⌘ Entrepreneur/Companies
- ⌘ Industry Researchers
- ⌘ Investment Funds
- ⌘ Foreign Investors, NRI's
- ⌘ Project Consultants/Chartered Accountants
- ⌘ Banks
- ⌘ Corporates

**[Click here for list](#)**

# Data Sources



# Scope & Coverage



## Our Team

- ⌘ Our research team comprises of experts from various financial fields:
- ⌘ MBA's
- ⌘ Industry Researchers
- ⌘ Financial Planners
- ⌘ Research veterans with decades of experience

## Structure of the Report

- 1. Overview
- 2. Market Analysis
  - 2.1 Growth Drivers
  - 2.2 Emerging Trends in the Industry
  - 2.3 Regulatory Framework
  - 2.4 SWOT Analysis
  - 2.5 Herfindahl–Hirschman Index (HHI)
- 3. Market Forecasts
- 4. Key Players

# Structure of the Report

*Cont*

- ⌘5. Key Financials and Analysis
  - ⌘5.1 Contact Information
  - ⌘5.2 Key Financials
  - ⌘5.3 Financial comparison
- ⌘6. Industry Size & Outlook

**Take a look at NIIR PROJECT CONSULTANCY  
SERVICES on #Street View**

<https://goo.gl/VstWkd>



# Contact us

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Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



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# Thank You

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