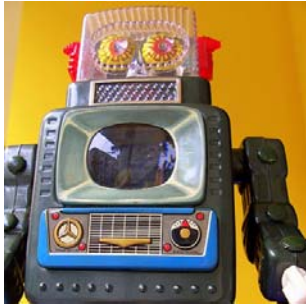


TOYS & GAMES INDUSTRY GUIDE

Updated 26th June 2009



Directories

API Association of Play Industries Directory 2009/10 (Association of Play Industries, 2009) [BUS DIR 796.0680284]

API is a trade body within the outdoor and indoor play equipment industry. This directory contains details of the products and services offered by its members.

British Toymakers Guild Directory (British Toymakers Guild, 2009) [BUS DIR 745.59202541]

Listing of over 200 toymakers of automata, dolls, hobby and rocking horses, nursery and educational toys who are members of this organisation. Also includes details of "Associate Members", who may be retailers or providers of goods or services to the trade, and a brief listing of UK toy museums.

Nursery Industry Buyers Guide & Directory (Datateam Publishing, 2008) [BUS DIR 649.122]

General guide for baby products but does have a good section on toys for babies and infants, including toys by type, company details and brand names.

Sourcebook '08 (Intent Media, 2008) [BUS DIR 338.761794802541]

Directory of companies providing services to the computer games industry, including promotion, distribution, legal advice, testing, manufacturing and game development.

The Official BHA Sourcebook and Guide to the Toy Fair (British Toy and Hobby Association, 2006) [BUS DIR 338.761688722025]

The only specialised directory for the UK toy and games industry as a whole. It doubles as a guide to the BTHA's annual trade show in London. Useful for chasing brand names and toy and game component makers. Lists manufacturers, products by type, trade names, suppliers, owners and licensors of merchandise rights, and testing laboratories.

The Britsoft Book (European Leisure Software Association, 2005) [(B) AA 663 BUS]

This is a directory of the UK leisure software industry, including computer and video game programmers, publishers, retailers, and business service providers.

Grocer Non-Food Directory (William Reed, 2001) [(B) AA 656 BUS]

Directory for general and non-food retailers, which has a small section on general toy suppliers and wholesalers.

Baby Products Association Year Book (BPA, 2000) [(B) AA 750 BUS]

A small handbook for baby products, which includes toys for suitable for babies. It includes information on manufacturers, test laboratories, associations, official standards, and brand names.

Playthings Buyers Guide: The Directory of the Toy Industry (Calmers Business Information, 2000) [(B) AA 750 BUS]

This is American, but useful if you are thinking of importing from the States. Lists manufacturers by product type, trade names, owners and licensors of licensed products, representatives, suppliers and business service providers

Business Advice Sources

Children's Indoor Play Area (COBRA, 2009) [available onsite via electronic sources]

A detailed article on how to start and run a children's play area, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

DVD and Video Game Hire Shop (COBRA, 2009) [available onsite via electronic sources]

A short information sheet on how to start and run a DVD and game rental business, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Video Games Retailer (COBRA, 2009) [available onsite via electronic sources]

A detailed article on how to start and run a computer game shop, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

Specialist Model Shop (COBRA, 2008) [available onsite via electronic sources]

A short information sheet on how to set up a model shop, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Video Game Artist (COBRA, 2008) [available onsite via electronic sources]

A short information sheet on how to set up as a video game artist, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Gaming Cafe (COBRA, 2007) [available onsite via electronic sources]

A short information sheet on how to start and run a computer game cafe business, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Handmade Toy Maker (COBRA, 2007) [available onsite via electronic sources]

A detailed article on how to start and run a business making handmade toys, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

Outdoor Play Equipment Retailer (COBRA, 2007) [available onsite via electronic sources]

A short information sheet on how to set up as a seller of outdoor play equipment, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Toy Library (COBRA, 2007) [available onsite via electronic sources]

A short information sheet on how to start and run a toy library business, with details on the concept, the market, necessary things to consider, and sources of information and advice.

Toy Retailer (COBRA, 2007) [available onsite via electronic sources]

A detailed article on how to start and run a toy shop, including information on necessary skills and talents, customers, competitors, market trends, promotion, start up costs, legal issues, and other sources of information and advice.

Break into the Game Industry by Ernest Adams (McGraw-Hill/Osbourne, 2003) [Small Business Help Section]

Primarily a book on how to get a job in an existing electronic game company, but includes a great deal of useful information on the industry as a whole.

Market Research & Statistics

As well as the individual reports listed here, there is a large amount of material relevant to this industry on the **eMarketer** market research database, which specialises in the on-line and mobile commerce market and is available electronically in the Business & IP Centre.

UK Retail Futures 2013: Electricals (Verdict 2009) [available onsite via electronic sources]

A detailed report predicting the future development of the electrical market, in terms of value by subsector and individual company market share as well as more general trends, to 2013. Includes sections on games consoles and computer hardware.

Business Ratio Report: The Toy Industry (Key Note, 2008) [BUS MKT 338.4368872094105]

Company profiles of over 200 companies in the toy market, with league tables arranging them by various mainly financial factors.

The Future of IP-Based Services (Business Insights, 2008) [available onsite via electronic sources]

A report on services delivered via the internet, including an interesting section on online computer gaming via games consoles, which compares the services offered by the three dominant games console makers: Microsoft, Nintendo and Sony. The report also discusses the potential for advertising in online games, and payment by micropayment systems.

Games Consoles in the United Kingdom (Datamonitor, 2008) [available onsite via electronic sources]

This report covers market values by segment and in comparison to the total European market, major companies, a "five forces" analysis of factors affecting competition, and forecasts to 2012.

Giftware (Key Note, 2008) [BUS MKT 338.4767, also available onsite via electronic sources]

This report covers the whole giftware market, including toys and games, jewellery, ceramics and glassware, and leather goods. It includes current market trends, market values by sector, the number of companies and people employed in the industry, regional variations, distribution channels, legislation, trade associations, major companies, marketing activity, SWOT analysis, consumer behaviour, current issues, international aspects, and forecasts.

Marketing to Children Aged 11-16 – UK (Intel, 2008) [BUS MKT 339.470830941]

A report on the teenage market, concentrating on general attitudes, opinions and consumer behaviour, with specific information on technology, food and clothing.

Product Sales and Trade PRA 36500 Games and Toys 2007 (National Statistics, 2008) [available free from the public internet at http://www.statistics.gov.uk/downloads/theme_commerce/PRA-20070/PRA36500_20070.pdf]

A government report on the sales of various types of toy and game in the UK by value and by number of items. Also includes statistics for imports and exports to and from the European Union and the rest of the world. Available free online via any internet-connected computer.

Toys & Games (Key Note, 2008) [(B) BUS MKT 338.476887, also available onsite via electronic sources]

The report provides insight into recent developments in the market for toys and games. Information is included on market trends, market value by sector, industry background, competitor analysis, outside suppliers, marketing activity, SWOT analysis, consumer behaviour, current issues, the global market, UK market forecasts to 2012; company profiles and further sources of information.

Toys & Games in the United Kingdom (Datamonitor, 2008) [available onsite via electronic sources]

This report covers market values by segment and in comparison to the total European market, major companies, a "five forces" analysis of factors affecting competition, and forecasts to 2012.

Toys and Games – United Kingdom (Euromonitor International, 2008) [available onsite via electronic sources]

This report covers the market for toys and games in the UK, offering analysis of market size and sectors. It discusses general trends in the market, especially those related to European Union enlargement and legislation, and gives forecasts to 2013.

Traditional Toys and Games – United Kingdom (Euromonitor International, 2008) [available onsite via electronic sources]

This report covers the market for non-digital toys and games in the UK, offering analysis of market size and sectors. It describes current trends, and presents both market & sector forecasts to 2013.

UK Electricals Retailers 2008 (Datamonitor, 2008) [BUS MKT 381.4564360941, also available onsite via electronic sources (Verdict website)]

A report describing the general UK electrical goods market, with sections on games consoles and computer hardware. Provides detailed analysis of the current situations of major retail chains, including computer game specialists Game Group.

UK Video Games & Consoles Retailing 2008 (Datamonitor, 2008) [BUS MKT 381.4579480941, also available onsite via electronic sources (Verdict website)]

This report describes general market trends, market value, distribution patterns, second-hand sales, SWOT analyses for individual companies, and forecasts for the future, in video game hardware and software retail.

Video Games – United Kingdom (Euromonitor International, 2008) [available onsite via electronic sources]

This report covers the market for video games in the UK, offering analysis of market size and sectors. It describes current trends, and presents both market & sector forecasts to 2013.

Business Ratio Report: the Computer and Video Games Industry (Key Note, 2007) [BUS MKT 338.43794802541]

Company profiles of over fifty companies in the computer game market, with league tables arranging them by various mainly financial factors.

The Future Digital Home (Business Insights, 2007)[available onsite via electronic sources]

This report describes prospects for near-future digital home entertainment, including a section on games consoles. This describes current trends in the market and gives a detailed comparison of the products, strategy and prospects of the three major players: Sony, Microsoft and Nintendo.

Games Software in the United Kingdom (Datamonitor, 2007) [available onsite via electronic sources]

This report covers market values by segment and in comparison to the total European market, major companies, a "five forces" analysis of factors affecting competition, and forecasts to 2011.

The Monitor Report: Children's Media Use and Purchasing 2007-08 (ChildWise, 2007)

[BUS MKT 658.834]

A report on the consumer behaviour of children aged 16 and under, examining consumer behaviour, media use and opinions by sex and age.

Teen Leisure: Getting Older Younger (Mintel, 2007) [BUS MKT 305.235]

A report on the leisure behaviour of teenagers, including information on disposable income, media and technology use, fashion, food, leisure activities and social attitudes.

Character Merchandising (Mintel International Group, 2006) [BUS MKT 381.45688726]

General report on market size, trends, and detailed attitudes of children and adults, in relation to character-based goods.

European Mobile Gaming Market (Frost & Sullivan, 2006) [available onsite via electronic sources]

Information on mobile gaming, including technical background and discussion of market segments, consumer types, development costs, market drivers, market value, major companies, business models, current challenges and drivers, forecasts and recommendations.

Marketing to Children Aged 7-10 (Mintel, 2006) [BUS MKT 339.470830941]

A discussion of the attitudes and consumer behaviour of children in this age group, with particular reference to TV, mobile phones, computer games, music, reading, toys, sport, eating out, toiletries and fashion

Marketing to Children Aged 11-14 (Mintel, 2006) [BUS MKT 339.470830941]

A discussion of the attitudes and consumer behaviour of children in this age group, with particular reference to TV, computer games, music, reading, sport and fashion

Trade Magazines and Newsletters

Playthings (Calmers, monthly) [(P) TQ12 – E (2) (Social Sciences), also available onsite via Business Source Complete and Factiva]

The main US magazine giving news of products from the States

Toy News (MCV Media, monthly) [ZK.9.b.5700 (in storage, must be ordered via Integrated Catalogue)]

UK toy industry magazine with news, articles on issues, companies and toy types, and regular market information.

Toys 'N' Playthings (Lema Publishing, monthly) [(P) TQ13 – E(13) (Social Sciences)]

UK magazine for the toy industry includes new product and market news.

Internet Sources

BACTA

BACTA is the Trade Association for the pay-to-play leisure machine business in Great Britain, representing the interests of over 685 companies and 1,170 individuals. Free information on the website includes news and information on the safety-inspection of ride-on machines.

<http://www.bacta.org>

The British Association for Early Childhood Education

Early Education, founded in 1923, is the British Association for Early Childhood Education. It is the leading national voluntary organisation for early year's practitioners and parents with members and branches across the UK. The website includes free news and information leaflets.

www.early-education.org.uk/

British Toy and Hobby Association

Site for the main trade body in the UK. Includes listing of members and their products. There is also a list of the main regulations concerning toy safety. The full text of information leaflets produced by the association on toy safety, advertising, toy guns and other issues is available. You can buy an inventor's information pack for £20.

<http://www.btha.co.uk/>

British Toy Fair

Information about the major UK annual trade fair held every January in London. Provides links to exhibitors' sites and BTHA member sites.

<http://www.britishtoyfair.co.uk>

British Toymakers Guild

The British Toymakers Guild represents around 150 toymakers. It has various factsheets on the different types of toys made and a member's directory that can be downloaded.

<http://www.toymakersguild.co.uk>

Equitoy

Association of companies involved in toy importation and distribution in the UK. The website includes a list of members, a code of practice and information on legal safety requirements.

<http://www.equitoy.co.uk>

Entertainment and Leisure Software Publishers Association

Association for the computer and video games industry. Includes details about the association, accreditation and age ratings, weekly charts of the best-selling games overall and by platform, and summary of the market. More detailed reports are available to purchase. Links to members' sites.

<http://www.elspa.com>

Harrogate International Toy and Christmas Fair

Site for the other major UK trade fair for the toy industry also held each January. Includes details of exhibitors and their products. Useful for finding suppliers of the latest toys.

<http://www.harrogatefair.com>

International Council for Toy Industries

An association of toy trade associations from around the world. It has a useful section on toy safety and an annual worldwide market report. It also operates an ethical scheme for toy manufacturers in the Far East, dealing mainly with employment practices and avoidance of sweated labour.

<http://www.toy-icti.org>

National Association of Toy and Leisure Libraries

Information about organisations offering communal toy and game resources.

<http://www.natll.org.uk>

The Puppet Centre

The Puppet Centre is a registered charity formed in 1974 to promote and further the arts of puppetry and animation in all their forms. It also services the needs of anyone interested in professional, amateur and educational puppetry.

<http://www.puppetcentre.org.uk>

Toy Industries of Europe

Site for the European toy industry. Includes brief statistics and an archive of information briefings, press releases and publications on toy industry issues.

<http://www.tietoy.org>

Toy Retailers Association

Useful site containing free market information and statistics on toy sales, a brief information sheet on setting up as a retailer – with suggested reading, information on toy safety, the toy of the year listings and a full list of members.

<http://www.toyretailersassociation.co.uk>

TOYCREC

Information on the TOYCREC scheme for accreditation of toy importers in relation to product safety, including a list of members.

<http://www.toycred.co.uk>

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the Business Information Catalogue for more details.



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