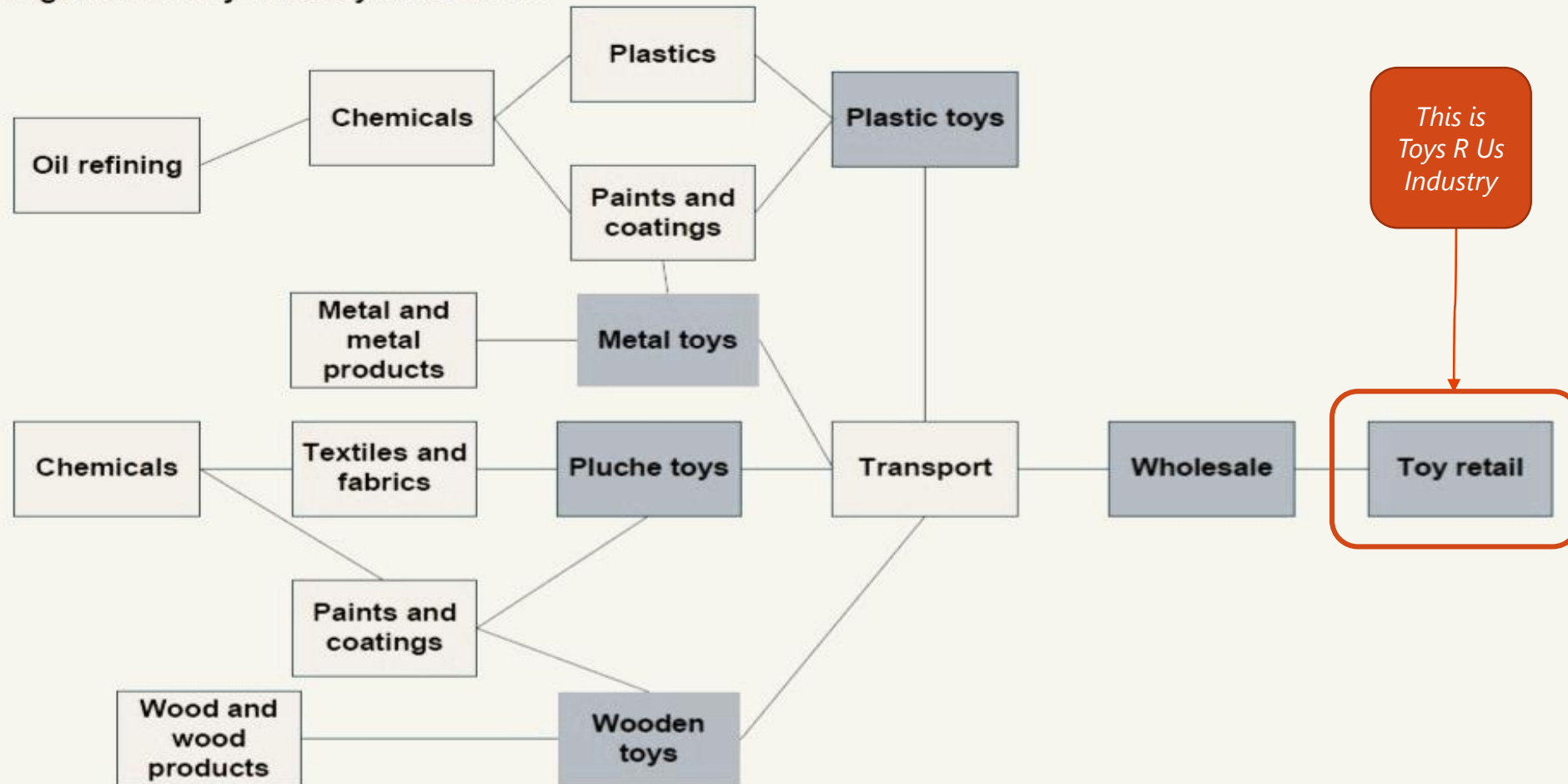


## → Toy Industry Value Chain

Figure 2.11 Toy industry value chain



Source: Ecorys.

Source: Study on the competitiveness of the toy industry, ECSIP Consortium, Rotterdam 2013.

ECSIP consortium: Ecorys Research and Consulting, Idea Consult, Danish Technological Institute, Euromonitor International