

Taiwan

Focused Industry Archives

on Gifts, Stationery & Houseware

second Half of 2010



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“3C” Toys Dominate the Christmas Shopping Season in North America

Date: 12/9/2010

On the list of hot sales items of the 2010 Christmas shopping season released by Toys R Us, “3C”--cute, cheap, and collectible—toys dominate.

The end of the year is the traditional Christmas shopping season in North America. Industry experts have predicted that the demand for purchasing will return this year and the toy sales will increase 2% compared to the same period in 2009. On the list of hot sales items of the 2010 Christmas shopping season released by Toys R Us, there are Zhu Zhu Pets which have been popular since 2009, the Squinkies mini-doll series of Blip Toys, and Sing-a-ma-jigs of Mattel Inc. among others. They are all of “3C” characteristics of “cute,” “cheap,” and “collectible.”

In terms of marketing strategy, all major toy sellers are utilizing Internet for exposure. For example, Mattel Inc. has been using YouTube widely instead of traditional print media to advertise the newest Sing-a-ma-jigs, which has made the toy “red hot” online. According to Mattel Inc., this marketing strategy has allowed the revenue of the second quarter of 2010 to grow drastically year-on-year by 13% to US\$1.02 billion. The net profit is US\$51.6 million.

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2010 Taiwan OTOP Design Award Winners Stun the World

Date: 12/1/2010

10 grand-prize winners were selected from 254 entries in the 2010 Taiwan OTOP (One Town One Product) Design Award.

The main theme of the fourth Taiwan OTOP (One Town One Product) Design Award was “New Impressions of Taiwan.” The Award this year gave emphasis to designs that are focused on the perspectives of the overseas visitors on Taiwan. Combining quality design and local uniqueness, the award-winning designs all reflect the impressions Taiwan place upon the overseas visitors. There were 254 entries in this year’s competition, and 10 grand-prize winners were selected.

Through the rigorous refining of the Taiwan OTOP Design Award competition, the old elements have found new strength as more value is added to Taiwan’s local beauty and uniqueness via creative design, and the exquisite end-products are successfully marketed all over the world. For instance, the porcelain “Taiwan Small Steamed Bun” tea set and seasoning containers designed by Jou Yi-cheng, are in the shape of Taiwan’s famous small steamed buns and placed in an eco-friendly package modeled after a traditional steamer made of bamboo. The packaging is in fact part of the product design which makes the product even more interesting. At the same time, as more tea sets or seasoning containers are being bought, more steamer-like packaging will go with them, which can be stacked up as real steamers. The stacking up of steamer packaging can symbolize “steaming up day after day” to add more meaning to the gift.

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American Children Are Crazy about SillyBandz

Date: 8/11/2010

American children lately are crazy about collecting and trading with classmates silicone-made SillyBandz.

Recently baseball cards are not as popular among American elementary school children, nor are high-tech video games. It is a rubber-band looking "SillyBandz" that are most sought after. The colorful rubber bands are made into all kinds of shapes, like animals, alphabets, plants, human figures, etc.

SillyBandz are of low price, various shapes, and bright colors, and thus are attractive to school children to wear them as bracelets. School children even collect them in great quantity to trade with classmates. The silicone-made rubber bands began selling online at the end of 2008. One bag usually has 24 SillyBandz and costs around US\$4.95.

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Annual Growth Rate of the Polish Toy Market Is Over 10%

Date: 12/22/2010

The Polish toy market has grown over 10% from 2009 to 2010, from a scale of US\$500 million to US\$560 million.

The scale of the Polish toy market in 2009 exceeded 1.43 billion zlotys (US\$500 million). The scale of 2010 is expected to reach 1.6 billion zlotys (US\$560 million). The annual growth rate is over 10%. There are about 3,000 toy manufacturers and 60 importers in Poland.

The Polish toy market is highly competitive, the main product categories of which can be classified into stuffed animals, models, puzzles, building blocks, and dolls. The first four categories together occupy 40% of the market share. Dolls alone take 20% of the market share. On average every Pole spends 300 to 400 zlotys (US\$105 to 140) on toy gifts each year. Besides Christmas, other milestone or holiday occasions such as first communion, Children's Day, encouragement for the end of semester, etc., are important marketing times for toy sellers.

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Buzz Lightyears to “Fight” Kung Zhu Pets in 2010 Christmas Toy Shopping

Date: 9/29/2010

According to predictions by the British toy store Hamleys, the showdown of the 2010 Christmas toy shopping will be the “fight” between Buzz Lightyears and Kung Zhu Pets.

Though there are still three months to Christmas, hot Christmas toys are already on sale. The “Buzz Lightyears” doll made from the movie Toy Story 3 is expected to bring up purchasing fervor for toys this year. The sales of Barbie dolls are projected to return as well. In addition, the new kid on the block, Kung Zhu Pets, riding on the tailwind of last year’s highly popular Zhu Zhu Pets/Hamsters, are also grabbing market shares. According to predictions by the large British toy store Hamleys, the showdown of the 2010 Christmas toy shopping will be the “fight” between Buzz Lightyears and Kung Zhu Pets.

Kung Zhu Pets/Hamsters (US\$19) is a spin off of last year’s greatly popular Zhu Zhu Pets. Kung Zhu Pets can also run around and make noises, as well as “fight” other electronic hamsters which makes them more “masculine.” Other hot toys are Mattel’s Sticky the Garage Truck and Taiwanese ELAN Microelectronics Corp.’s PaperJamz Guitar, VTech Kidizoom children’s video camera, and drivable Ferrari F1 toy car.

The head of Hamleys’ purchasing department has pointed out that the toy trend this year is of highly interactive high-tech toys. For toy makers, Christmas shopping period is the key sales time of the year, which could even contribute to half of the year-round sales.

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China's Gift Market Blends Together Diverse Trends

Date: 11/17/2010

The creative gift market of China possesses tremendous business opportunities and boundless potential as it blends together diverse trends.

Currently, the design of China's creative gifts is becoming more diverse and of higher quality. Taking Beijing as an example, lately over 20 unique gift and daily-tool design shops that combine ideas of environmental protection, technology, politics, and culture, have appeared in the trend-gathering NanLuoGuXiang and Houhai areas. The merchandise of the shops are all designed and sold by shop-owners themselves. The raw materials of the products are of low cost. The products get their high added value from creativity.

In addition, there are group management, batch production, wide franchising, and network shopping promotion for gift products. For instance, the well-known GIFTOUR website features a thousand independent designers as well as more than 50 large-scale suppliers jointly managing over 1,300 kinds of merchandise.

The creative gift market of China possesses tremendous business opportunities and boundless potential. According to statistics, the national annual consumption power of creative, fashionable, and trendy goods is as high as between US\$30 billion and US\$45 billion. In other words, the rise of Chinese people's consumption level directly raises their demand for higher living standards and pleasure.

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Fruit Stationery Figurines to Be Marketed in Taiwan

Date: 9/1/2010

Students at Taiwan's Tainan University of Technology has designed 14 different fruit "stationery" figurines in the shapes of guava, banana, water melon, wax apple, etc.

Taiwan is a kingdom of fruits. Students at Tainan University of Technology in southern Taiwan thus got an idea that combines the local popular figurine-making culture with Taiwan's unique fruits, designing 14 different fruit-shaped "stationery" figurines, like guava, banana, water melon, wax apple, etc. The fruit figurines are in fact key holder, magnet, paper clip collector, or tape measure.

One of the student designers at the university, Chu Min-chi describes the inventions in detail. According to Chu, because guava is rich in vitamin C which can prevent gum bleeding, the guava figurine is made with a large smile, and the visible squares of white teeth are actually magnets. Since banana can prevent constipation, the banana figurine is designed as sitting on a toilet, and its butt is a paper clip collector.

At the moment, Chu plans to participate in international toy shows and negotiate for patents, hoping to mass produce the figurines someday.

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FTA Helps Thai Toy Makers to Cancel Out Cost for High-Standard Markets

Date: 11/10/2010

Thai toy makers have been encouraged to take advantage of benefits presented by free trade agreements to cancel out high production cost for high-product-standard markets.

The Toy Association of Thailand (TAT) has pointed out that Thai toy makers should take more advantage of the benefits presented by free trade agreements (FTAs) to make up for losses caused by the sales in high-product-standard markets.

TAT further explained that developed countries are the main export markets of Thailand's toys. But, because developed countries have been demanding higher and higher standards for toys made in Thailand, Thai toy makers now must put in more capital to raise production standards and get certified.

TAT suggested that Thai toy makers should sell more to markets that have signed FTA with Thailand to use the lower-tariff benefits to cancel out the cost of higher-standard production. Yet, even with the tariff benefits provided by FTAs, toy makers will still be spending more and more time and money to keep up with high-product-standard markets.

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Hollywood Cartoon Characters Stimulate Toy Consumption (Part I)

Date: 8/17/2010

Under the global economic downturn, lately the toy industry has relied on Hollywood cartoon characters and stories to stimulate consumption.

According to market research firm NPD's estimates, the toy market stemmed from movies, TV shows, and books contributes to 25% of the US\$21.47 billion worth of toy retail sales in the US in 2009, amounting to US\$5.4 billion.

This summer, Marvel Entertainment's movie Iron Man 2 and DreamWorks' Shrek 4 both have launched all kinds of toys. Walt Disney/Pixar's Toy Story 3 is especially the frontrunner in the market. Nearly 250 kinds of figurines, animation figures, self-assembled toys, toy cars, and board games have appeared in toy stores, the total production of which is three times as much as those of Toy Story 2. The chief creative officer of Pixar John Lasseter recollected during the induction ceremony of Toy Hall of Fame in New York in February that 15 years ago in 1995 a North American toy buyer was too short-sighted who placed an order of only 60,000 Buzz Lightyears. Today, the Canadian manufacturer Thinkway who has collaborated with Pixar for years has already sold 35 million Buzz Lightyears.

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Hollywood Cartoon Characters Stimulate Toy Consumption (Part 2)

Date: 8/25/2010

Disney's years of success in derivative products have contributed greatly to Pixar's triumph described in Part 1 of this report.

Compared to other entertainment companies, Disney has made much more profit in "derivative products." The main reason is that Disney has many "immortal" characters, like Mickey Mouse and forever youthful princesses, who are loved by people of all ages. There are also the new-generation marketable Disney "celebrities," such as the Fairies series, and characters from youth and children's TV series Hannah Montana and iCarly, who have developed a new market for the company as well. In other words, Disney's years of success in derivative products have contributed greatly to Pixar's triumph described in Part 1 of this report.

"Making famous toys" is a solid strategy to sell toys. Because cartoon characters and their intellectual property rights are already well-known through TV shows or movies, the toy market created from them is easier to predict and thus reduces the risk present in the traditional toy market. Conversely, as toy companies become increasingly enthusiastic in producing TV-show or movie authorized toys, TV and movie companies will vice versa obtain more profit from the authorization.

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Malaysia's Low Birth Rate Drives Up Toy Market for Babies & Toddlers (Part 1)

Date: 10/6/2010

Though there is a trend towards fewer children in Malaysia, the demand of Malaysian families for baby and toddler toys has grown considerably in the past 2 years.

The population of Malaysia has been gradually aging in the past decade while the birth rate has been decreasing. According to statistics of the National Population and Family Development Board of Malaysia, in 1997 every woman on average gave birth to 3.4 children, but by 2007, the number fell to 2.2. The Board has even predicted that the average birth rate will drop to 2.05 in 2015.

Due to the rise in living standards, the cost of raising children has also increased greatly in Malaysia. Yet, the trend towards fewer children has in fact contributed to parents spending more on fewer, relatively more precious children. Parents are more willing to invest in all kinds of goods for more precious children. The business opportunities extended from such conversely-related trends have actually become quite significant. In the past two years, the demand of Malaysian families for baby and toddler toys has grown considerably. The import value in 2009 exceeded US\$25.48 million which is a 20% rise compared to that of 2007.

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Malaysia's Low Birth Rate Drives Up Toy Market for Babies & Toddlers (Part 2)

Date: 10/8/2010

Raising product quality, developing new products, and emphasizing products' educational functions, are the strategies to become a leader in the Malaysian baby goods market.

Internationally well-known baby brands, such as Japan's Pigeon and France's Okaidi have long set up stores in Malaysia, aiming to develop Malaysia's high-end baby goods market. The target consumers are brand-name and fashion seeking high-income families. For consumers who live in the countryside, because their purchasing power is far below urban buyers, cheaper baby goods are more popular in the rural market.

General Malaysian consumers pay significant attention to price but have gradually raised the demand for quality. As a result, medium-priced and high-quality goods have increasingly been affirmed. To develop the Malaysian baby goods market, focus can be put on medium-priced, high-quality products. However, at the moment the market price is still rather polarized. Medium-priced goods are still limited.

In addition, the Malaysian baby goods market lacks innovative products. Hence, raising product quality, developing new products, and emphasizing products' educational functions, are the strategies to become a market leader.

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Norway Pays Strong Attention to Toy Safety

Date: 10/21/2010

In a joint effort launched in April 2010, Norway and 12 other European countries conducted quality control on 14,000 toys and games.

Norway's population is about 4.85 million. In 2009 the population increased over 50,000 people, which is the largest growth in 37 years. Of the additional 50,000 people, 35% are newborns. Working parents in Norway possess high economic capacity, who spend significantly on children and demand high quality and top brands for products.

In a joint effort launched in April 2010, Norway and 12 other European countries conducted quality control on 14,000 toys and games. The quality control listed baby products which have no safety label or warning sticker and indicate incorrect age restriction as dangerous goods. They will be banished from the European market.

A research consultant at the Norwegian Centre for Child Research, David Buckingham, pointed out that the easily varied marketing tactics nowadays can easily mislead consumers about the products. The safety legislation introduced this year will effectively protect consumers' rights.

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Taiwan Won 12 Gold Awards in the 2010 British Invention Show

Date: 12/16/2010

The Taiwan delegation won 12 gold medals and 2 silver medals in the 2010 British Invention Show held in October.

Led by the Taiwan Invention Association, 19 Taiwanese inventions from the industry and academia participated in the British Invention Show held in October this year. The Taiwan delegation won 12 gold medals and 2 silver medals. This is Taiwan's best performance in its four years' participation.

One of the gold medal winners is a water-saving plant-growing container stuffed with kieselguhr. The traditional potter's clay container is stuffed with kieselguhr that are residues of filtering wheat juice in beer factories. The container not only is eco-friendly that it uses recycled materials and automatically sends out watering-time reminder which can save water, but also is artfully, innovatively designed.

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Taiwan Won Numerous Prizes at the German iF Communication Design Award

Date: 10/27/2010

Taiwan won 24 awards in the 2010 German iF Communication Design Award which broke records of the previous years and confirmed the maturity of Taiwan's design industry.

Designers from 26 countries around the world entered the 2010 German iF Communication Design Award competition. Evaluated by 15 "heavy-weight" judges, Taiwan took 24 awards which broke records of the previous years and confirmed the maturity of Taiwan's design industry. Of the 24 award-winning designs, 10 had received "Golden Pin Design Mark" from the Industrial Development Bureau of Taiwan's Ministry of Economic Affairs.

Several award-winning designs from Taiwan, such as the "Taiwan Local Specials" by Hsin Tung Yang and "Taiwan 100 Impression of Ink Paintings" by the National Taiwan Arts Education Center, skillfully integrate elements representing Taiwan, like "pearl" milk tea and unique sceneries, into their designs. There were many other groundbreaking innovations. For example, the concept of scratchcard is put into regular gift cards and demos by Cache-Cache Design to make "Scratchie Cards." Combined with simple, daring colors and drawings, as well as witty dialogues, "Scratchie Cards" convey strong personality.

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Taiwan's Pop Music Field Cooperates with Cultural & Creative Industry

Date: 7/14/2010

The well-known Taiwanese lyricist Vincent Fang has collaborated with Taiwanese stationery and gift manufacturer Cheerful Fashion Goods, establishing the brand POODEHII.

POODEHII integrates pop music into cultural and creative products, which brings new life into Taiwan's refined gifts and takes them again onto the international stage.

Fang transforms the ideas in the lyrics of the songs (ex. "East Wind Breaks," "Hair Flowing, Snow Falling," "Chrysanthemums Terrace," "Green Flower Porcelain," "At the Orchid Pavilion," etc.) he created with the Taiwanese pop singer Jay Chou into cultural and creative gifts. For instance, through POODEHII, several award-winning, world-renowned Taiwanese designers were invited to re-create the scenes illustrated in the lyrics of "At the Orchid Pavilion" into pieces of beautiful actual artwork. This is the first time that Taiwan's pop music field crosses over to combine with gift designing. It is believed that via the merging of POODEHII brand value with the charm of Fang's lyrics, boundless energy and more value will be unleashed for the cultural and creative industry.

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Taiwan's Yingge Ceramics Museum Presents Trendy, Creative Book-Related Gifts

Date: 7/21/2010

The Yingge Ceramics Museum in Taipei County has a "Find Your Beautiful Life" museum shop which launched a series of "urban prefer" book-related daily goods in June.

The "urban prefer" products are creative and practical, raising living convenience as well as visual enjoyment. The stylish book-related gifts have in turn created a vogue.

The innovation of "urban prefer" book-related daily goods is shown not only in their appearance, their ergonomic designs are also laudable. The series of products has been receiving rave reviews as they are introduced successively. For example, "A Posture: Energy Efficient Stapler" has an appearance of a high-heeled shoe, which looks fashionable while saving 60% of the energy when using it. Using standard staples, the refill button at the stapler's rear controls the storage mechanism, allowing easy replacement of up to two staple sets, doubling standard capacity. User only needs to lightly press the button, the refill case will pop out automatically for quick refill. It is indeed a caring, graceful gift to give to friends and families.

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Taiwanese KREATE's Commemorative Badges Collect Memories of the World Expo

Date: 6/30/2010

Taiwan's KREATE INDUSTRIAL CO., LTD. has already designed 1,200 kinds of commemorative badges for the Shanghai World Expo.

As a licensed store of the Shanghai World Expo 2010, Taiwan's KREATE INDUSTRIAL CO., LTD. was in fact a licensed store of the 1996 Atlanta Olympic Games as well. The company has been to every Olympic Games ever since, supplying many licensed products and achieving great success.

KREATE's chairman Kao Ta-jen pointed out that for this year's World Expo, the company already designed 1,200 kinds of commemorative badges. There are also key chains, cell-phone hanging ornaments, and other fashionable accessory items. He further emphasized that KREATE pays significant attention to product design and development, and caters to the needs of various market segments. They select the most appropriate product types which are then designed into the highest value.

The World Expo has created tremendous business value in a very short time which in turn shows its enormous business potential yet to be developed. As a result, Kao also manufactures puzzle-type commemorative or last-day countdown badges in limited amount to increase the value of the collection, while generating very high profit in a very short time.

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Taiwanese Museum's Souvenir Sales Boost Attributed to Chinese Visitors

Date: 11/3/2010

Sales at the souvenir shop of Taiwan's National Palace Museum grew 10 percent in the first week of October compared with the same periods of August and September, the general manager of the museum's souvenir department said on October 8.

Ho Chun-huan told Central News Agency that although the number of Chinese tourists who visited the museum in the Oct. 1-7 period -- the long national-day holiday called "golden week" in China -- did not appear to be an obvious rise from the previous two months, souvenir sales were up.

Most of the tourists spent between NT\$1,400 (US\$45.27) and NT\$1,500 on souvenirs at the museum in the week-long period, higher than the NT\$1,000-NT\$1,200 they spent in August and September, she said.

One of the tourists spent a whopping NT\$1.06 million in a single day, making him the biggest spender the store has seen since Taiwan opened its doors in 2008 to tourists from China, Ho said.

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Taiwanese Museum's Souvenir Sales Boost Attributed to Chinese Visitors

Date: 11/3/2010

The National Palace Museum was one of five most popular tourist destinations in Taiwan among Chinese visitors during the week-long holiday, behind Sun Moon Lake in Nantou County, the Taipei 101 building and Sizihwan Bay in Kaohsiung City, according to the Tourism Bureau.

However, shops and vendors in the Sun Moon Lake scenic area said nothing had changed during the week, with no discernible increase in the number of Chinese visitors.

Tea egg vendor Chou Chin-pen complained of low business throughout the holiday, especially in the last three days.

"We were so idle we could fall asleep in the daytime," she said.

According to statistics compiled by the Sun Moon Lake National Scenic Area Administration, Chinese tourist arrivals in the first week of October were not as numerous as expected.

As of the end of September, the number of Chinese visitors to Sun Moon Lake had reached nearly 840,000 people, which breaks down to 3,100 per day, the administration said.

The peak for arrivals was in April and May, with a daily average of 4,756 Chinese visitors per day, it said.

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Taiwanese Traditional Craft Brand “Yii” Leaps onto the World Stage

Date: 8/4/2010

Yii is a brand created by the National Taiwan Craft Research and Development Institute which has attracted high praises from around the world.

The Taiwanese traditional craft brand “Yii” has exhibited in the Italian international furniture show Salone del Mobile and La Triennale di Milano, and has received high praises from both visitors and industry experts from around the world. Collaboration and purchasing invitations are now coming from high-end fashion brands like Louis Vuitton and Hermes, as well as collectors, retailers and other design exhibitions.

Yii is a brand created by the National Taiwan Craft Research and Development Institute. The mission of the brand is to transform Taiwan’s traditional crafts through new contemporary designs, injecting in the refined crafts new perspectives and life, while taking them into daily lives and making them artistic as well as practical new furniture articles.

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The Men's Jewelry Market Is Hot!

Date: 9/10/2010

The refined goods market in 2009 was greatly shrunk by the global economic downturn with the exception of men's jewelry.

Nowadays jewelry shopping is no longer just women's territory. Men love jewelry as well, and pay more and more attention on how others look at them. The refined goods market in 2009 was greatly shrunk by the global economic downturn with the exception of men's jewelry. The sales value has grown twice as much since 2007, grabbing 20% of the "demand for purchasing" of high-end jewelry.

According to the founder of the American consulting firm Unity Marketing, Pam Danziger, men's purchasing of jewelry shows their increasing awareness of their appearance, and men's hope to stand out in their work environment. A report of Unity Marketing this year has pointed out that the demand for purchasing of women's jewelry increased 6.5% from 2007 to 2009. Yet, the men's market was even hotter which rose 10%. The survey subjects of this report were people of top income-bracket with average annual salary above US\$220,000.

The top-selling men's jewelry was ring (51%), but the fastest growing accessory items were bracelet and necklace, which grew 23% and 21% respectively. The traditional cuff-links ranked number four.

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The Middle Eastern Toy & Baby Goods Markets Made Big by Abundant Children

Date: 11/24/2010

The toy and baby goods markets in the Middle East will continue to develop prosperously due to large number of children.

According to research reports, Arab mothers often are willing to spend more money on big brand names when purchasing baby goods. At the same time, every child in the United Arab Emirates (UAE) on average spends US\$327 on toys and electronic games each year, which is twice as much as European children, and makes UAE the second largest toy consumption place in the world after North America.

Generally a family in the Middle East has more than four children. The birth rate of UAE in 2010 is estimated at 15.98 newborns per 1,000 people, which ranks UAE at 128th in the world. In 2008, every UAE family on average spent US\$3,085 on baby goods. Moreover, the yearly value of the Middle Eastern toy market is nearly US\$1.5 billion, and the market is growing rapidly at an annual rate of 11.8%. It is thus predictable that the toy and baby goods markets in the Middle East will continue to develop prosperously.

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The Soccer World Cup Souvenirs Hotly Sought After

Date: 7/29/2010

The great appeal of the soccer World Cup related products was shown by fans' enthusiasm in getting them throughout and after the tournament.

The once-every-four-years World Cup on soccer ended on July 11 this year. No one can dispute that the most famous "celebrity" was Paul the Octopus, who correctly predicted the winner of Germany's seven matches. The famous online shopping website zazzle.com was certain about the tremendous profits the tournament could generate, and thus promoted all kinds of Paul-related products, like baseball caps, t-shirts, shopping bags, and mugs. The average price of the items is only about US\$20.

Besides, the blue v-neck pullover German team's coach Joachim Loew wore during the tournament also caught a lot of attention. Loew believed that the blue v-neck pullover brought victories to the German team. Though the northern hemisphere is in the summertime, the 199-euros Strenesse blue wool pullover is hotly sought after in Germany. Enthusiatic German fans swept empty the stocks in their own country and even rushed to the neighboring Netherlands to buy more, which clearly shows the great appeal of the tournament-related souvenirs.

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Traditional & High-Tech Toys Contended in the 2010 Tokyo Toy Show (Part1)

Date: 9/15/2010

In the 2010 Tokyo Toy Show held in mid-July, both traditional and high-tech toys contended for a share in the US\$7 billion-worth Japanese toy market.

The once-a-year Tokyo Toy Show took place on July 15-18 in 2010. Hosted by the Japan Toy Association, the toy show turned the Tokyo Big Sight into a large-size playground. In four exhibition halls, cartoons, animation-manga figures, spring stilts (spring shoes), model trains, and doll's houses could be seen everywhere contending for a share in the US\$7-billion worth Japanese toy market.

The Japan Toy Association expressed that the Japanese children nowadays like not just video/electronic games. The toy show precisely presented the trendiest toys of the Japanese children. For instance, wooden toys are one of the toy categories that have grown in the past two years. A game of "go" and its pieces made of wood were sold at US\$18 per set. This both high-tech and traditional game set of "go" originated from the popular Japanese cartoon Hikaru no Go of the 1990s. Hikaru no Go is an animation-manga production based on the game of "go."

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Traditional & High-Tech Toys Contended in the 2010 Tokyo Toy Show (Part 2)

Date: 9/21/2010

Children's tricycle and scooter based on the concept of returning to the natural and model fight games are among the items that were noticed in the 2010 Tokyo Toy Show.

Representative Lang from the Swiss company Wisa-Gloria pointed out in the 2010 Tokyo Toy Show just held this past summer that the environmental awareness of Japanese consumers has been growing steadily. They purchase not just cheap products which are thrown away in one or two years, but also wish to buy higher-quality goods which can be used for a long time. Wisa-Gloria therefore introduced to the Japanese market children's tricycle and scooter based on the concept of returning to the natural. The design is unique and classic which is very different from general plastic cycles and favored by many parents.

Model fight games have become increasingly popular in Japan lately. Many teenagers visit toy stores and department stores during weekends and holidays to "fight," bringing up the sales of small-sized figurines and 3-D background accessory items. Model fight games are widely supported by Japanese parents and media. They believe the games are healthy which can replace video games to become an alternative social activity, solving the problem of young people staying at home and staring at video game screen for too long.

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