

# Spain: Dolls And Toys - Market Report. Analysis And Forecast To 2025





# TABLE OF CONTENTS

- 1. INTRODUCTION
  - 1.1 REPORT DESCRIPTION
  - 1.2 RESEARCH METHODOLOGY
  
- 2. EXECUTIVE SUMMARY
  - 2.1 KEY FINDINGS
  - 2.2 MARKET TRENDS
  
- 3. MARKET OVERVIEW
  - 3.1 MARKET VOLUME AND VALUE
  - 3.2 TRADE BALANCE
  - 3.3 MARKET SEGMENTATION BY TYPE
  - 3.4 MARKET OPPORTUNITIES
  - 3.5 MARKET FORECAST TO 2025
  
- 4. DOMESTIC PRODUCTION
  - 4.1 PRODUCTION FROM 2007-2015
  - 4.2 PRODUCTION BY TYPE
  
- 5. IMPORTS
  - 5.1 IMPORTS BY TYPE FROM 2007-2015
  - 5.2 IMPORTS BY COUNTRY
  - 5.3 IMPORT PRICES BY COUNTRY
  
- 6. EXPORTS
  - 6.1 EXPORTS BY TYPE FROM 2007-2015
  - 6.2 EXPORTS BY COUNTRY
  - 6.3 EXPORT PRICES
  
- 7. PRICES AND PRICE DEVELOPMENT
  - 7.1 PRODUCER PRICES ON THE DOMESTIC MARKET
  - 7.2 PRODUCER PRICES ON THE NON DOMESTIC MARKET
  
- 8. TRADE STRUCTURE AND CHANNELS
  - 8.1 MAJOR TRADE CHANNELS
  - 8.2 PRICE STRUCTURE
  
- 9. BUSINESS ENVIRONMENT OVERVIEW
  - 9.1 STRUCTURAL PROFILE
  - 9.2 COUNTRY ANALYSIS
  - 9.3 SIZE CLASS ANALYSIS

## B

## 10. COMPANY PROFILES

## LIST OF TABLES

Table 1: Key Findings

Table 2: Dynamics Of Market Volume, In Physical Terms, 2007-2015

Table 3: Dynamics Of Market Value, In Euro, 2007-2015

Table 4: Per-Capita Consumption, By Type

Table 5: Market Segmentation In Value Terms, By Type, 2015

Table 6: Comparison Of Consumption, Production And Imports, In Value Terms

Table 7: Production Of Dolls And Toys, In Physical And Value Terms, 2007-2015

Table 8: Imports Of Dolls And Toys, In Physical And Value Terms, By Type, 2007-2015

Table 9: Imports Of Dolls And Toys, In Value And Physical Terms, By Country Of Origin And Type, 2007-2015

Table 10: Import Prices Of Dolls And Toys, By Country Of Origin And Type, 2015

Table 11: Exports Of Dolls And Toys, In Physical And Value Terms, By Type, 2007-2015

Table 12: Exports Of Dolls And Toys, In Physical And Value Terms, By Country Of Destination and Type, 2007-2015

Table 13: Export Prices Of Dolls And Toys, By Country Of Destination and Type, 2007-2015

Table 14: Producer Prices For Dolls And Toys, 2015, By Type

Table 15: Producer Prices In Industry, Domestic Market - Monthly Data (2010 = 100)

Table 16: Producer Prices In Industry, Domestic Market - Annual Data (2010 = 100)

Table 17: Producer Prices In Industry, Non Domestic Market - Monthly Data (2010 = 100)

Table 18: Producer Prices In Industry, Non Domestic Market - Annual Data (2010 = 100), By Country

Table 19: Key Indicators

Table 20: Largest And Most Specialized Countries

Table 21: Number Of Persons Employed By Enterprise Size Class

Table 22: Value Added By Enterprise Size Class

## LIST OF FIGURES

Figure 1: Market Volume, In Physical Terms, 2007-2015

Figure 2: Market Value, In Euro, 2007-2015

Figure 3: Market Structure – Domestic Supply Vs. Imports, In Physical Terms, 2007-2015, By Supply

figure 4: Market Structure – Domestic Supply Vs. Imports, In Value Terms, 2007-2015

Figure 5: Trade Balance Of Dolls And Toys, In Physical Terms, 2007-2015

Figure 6: Trade Balance, Dolls And Toys, In Value Terms, 2007-2015

Figure 7: Market Segmentation, By Type, 2015

Figure 8: Imports In Terms Of Value, Growth And Share, By Type

Figure 9: Market Forecast To 2025

Figure 10: Production Of Dolls And Toys, In Physical Terms, 2007–2015

Figure 11: Production Of Dolls And Toys, In Value Terms, 2007–2015

Figure 12: Production Structure Of Dolls And Toys, By Type, 2015

**B**

Figure 13: Production Of Dolls And Toys, In Physical Terms, By Type, 2007–2015

Figure 14: Production Of Dolls And Toys, In Value Terms, By Type, 2007–2015

Figure 15: Imports Of Dolls And Toys, In Physical Terms, By Type, 2007-2015

Figure 16: Imports Of Dolls And Toys, In Value Terms, By Type, 2007-2015

Figure 17: Imports Of Dolls And Toys, In Physical Terms, By Country Of Origin, 2015

Figure 18: Imports Of Dolls And Toys, In Value Terms, By Country Of Origin, 2015

Figure 19: Imports Of Dolls And Toys, In Physical Terms, By Country of Origin, 2007-2015

Figure 20: Imports Of Dolls And Toys, In Value Terms, By Country of Origin, 2007-2015

Figure 21: Import Prices Of Dolls And Toys, By Country, 2007-2015

Figure 22: Import Prices Of Dolls And Toys, By Type, 2007-2015

Figure 23: Exports Of Dolls And Toys, In Physical Terms, By Type, 2007-2015

Figure 24: Exports Of Dolls And Toys, In Value Terms, By Type, 2007-2015

Figure 25: Exports Of Dolls And Toys, In Physical Terms, By Country Of Destination, 2015

Figure 26: Exports Of Dolls And Toys, In Value Terms, By Country Of Destination, 2015

Figure 27: Exports Of Dolls And Toys, In Physical Terms, By Country Of Destination, 2007-2015

Figure 28: Exports Of Dolls And Toys, In Value Terms, By Country Of Destination, 2007-2015

Figure 29: Export Prices Of Dolls And Toys, By Country of Destination, 2007-2015

Figure 30: Export Prices Of Dolls And Toys, By Type, 2007-2015

Figure 31: Producer Prices In Industry - Domestic Output Price Index - In National Currency

Figure 32: Producer Prices In Industry – Non-Domestic Output Price Index - In National Currency

Figure 33: Relative Importance Of Enterprise Size Classes

# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the toy market in Spain. It presents the latest data of the market size and volume, European production, exports and imports, price dynamics and turnover in the industry. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term. Profiles of the leading companies and brands are also included.

Countries coverage: Spain

Product coverage: Dolls, whether or not dressed; toys representing animals or non-human creatures, stuffed or other.

Data coverage:

- Toy market size and value in Spain
- Volume and dynamics of toy production in Spain
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for toy
- Toy market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per capita consumption of toy in Spain

Why buy this report'

- Get the full picture of the market
- Identify Key success factors on the toy market in Spain
- Adjust your marketing strategy

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## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

Market Volume	thousand units	***
	% to 2014	***
Market Value in *** prices	million EUR	***
	% to 2014	***
Production	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Imports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***
Exports	thousand units	***
	% to 2014	***
	million EUR	***
	% to 2014	***

Source: \*\*\*

### 2.2 MARKET TRENDS

.  
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# B 3. MARKET OVERVIEW

## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand units, y-o-y)



Source: \*\*\*

Figure 2: : Market Value, in Value Terms, 2007-2015  
(million EUR, y-o-y)



Source: \*\*\*

Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand units)

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Domestic production	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	units	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million EUR), in producer and import/export prices

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Domestic production	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	EUR	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



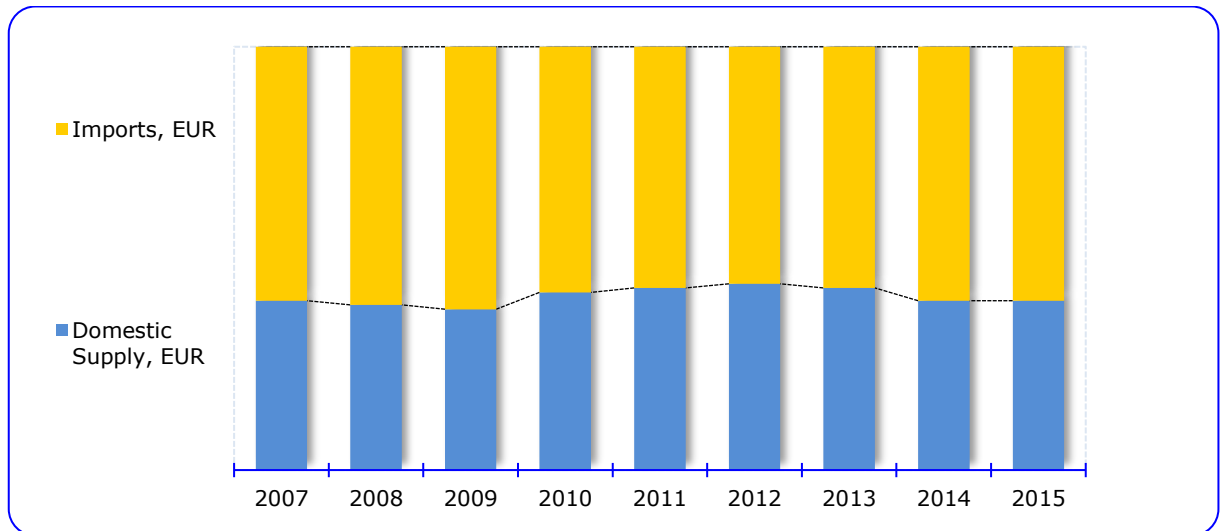
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Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on units)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on EUR), in producer and importer prices/ in exporter and importer prices



Source: \*\*\*

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**3.2 TRADE BALANCE**

Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million EUR), in import/export prices



Source: \*\*\*

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**3.3 MARKET SEGMENTATION BY TYPE**

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Table 4: Per Capita Consumption from 2007-2015  
(unit/year and EUR /year)

Item	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Per capita consumption	unit/year	***	***	***	***	***	***	***	***	***	***
Per capita consumption	EUR/year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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**3.4 MARKET OPPORTUNITIES**

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Table 6: Comparison of Consumption, Production and Imports

Type	Total demand	Total production		Total net imports		Share of import in total demand	IB Index
	2015	2015	CAGR 2007-2015	2015	CAGR 2007-2015	2015	2015
Cntr	***	***	***	***	***	***	***
EU-28	***	***	***	***	***	***	***

Source: \*\*\*

**3.5 MARKET FORECAST TO 2025**

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Figure 7: Market Forecast to 2025



Source: \*\*\*

## B 4. PRODUCTION

### 4.1 PRODUCTION FROM 2007-2015

Figure 8: Production, in Physical Terms, 2007–2015  
(thousand units)



Source: \*\*\*

Figure 9: Production, in Value Terms, 2007–2015  
(million EUR)



Source: \*\*\*

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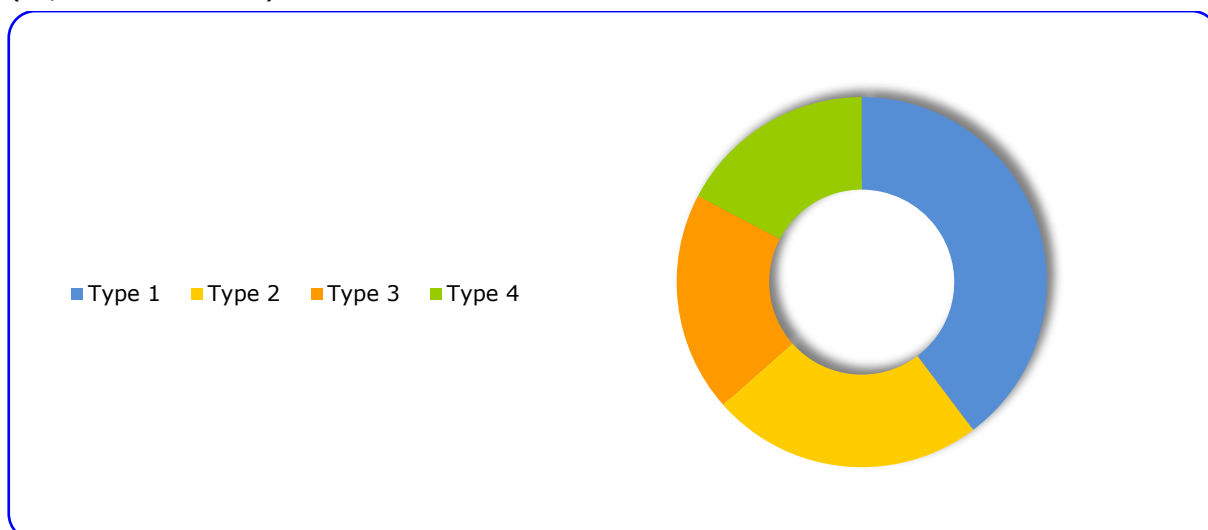
## 4.2 PRODUCTION BY TYPE

Table 5: Production, in Physical Terms, 2007-2015  
(thousand units)

Type/Period	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 10: Production, by Type, 2015  
(%, based on units)



Source: \*\*\*

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Figure 11: Production, in Physical Terms, by Type, 2007–2015  
(thousand units)



Source: \*\*\*

# B 5. IMPORTS

## 5.1 IMPORTS BY TYPE FROM 2007-2015

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Table 11: Imports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



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Figure 12: Imports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

Figure 13: Imports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

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**5.2 IMPORTS BY COUNTRY**

Figure 14: Imports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

Table 10: Imports, in Physical Terms, by Country, 2007-2015  
(thousand units)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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## 5.4 IMPORT PRICES BY COUNTRY

Figure 15: Import Prices, by Country, 2007-2015  
(USD per unit)



Source: \*\*\*

# B 6. EXPORTS

## 6.1 EXPORTS BY TYPE FROM 2007-2015

Table 6: Exports, in Physical and Value Terms, by Type, 2007-2015  
(thousand units, million USD)

Type	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007-2015
<b>physical terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***
<b>value terms</b>										
Type 1	***	***	***	***	***	***	***	***	***	***
Type 2	***	***	***	***	***	***	***	***	***	***
Type 3	***	***	***	***	***	***	***	***	***	***
Type 4	***	***	***	***	***	***	***	***	***	***
Type 5	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 16: Exports, in Physical Terms, by Type, 2007-2015  
(thousand units)



Source: \*\*\*

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Figure 17: Exports, in Value Terms, by Type, 2007-2015  
(million USD)



Source: \*\*\*

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## 6.2 EXPORTS BY COUNTRY

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Figure 18: Exports, in Physical Terms, by Country, 2015  
(%, based on units)



Source: \*\*\*

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Figure 19: Exports, in Physical Terms, by Country, 2007-2015  
(thousand units)



Source: \*\*\*

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Figure 20: Exports, in Value Terms, by Country, 2007-2015  
(million USD)



Source: \*\*\*

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## 6.3 EXPORT PRICES

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Table 7: Export Prices, by Country, 2007-2015  
(USD per unit)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007- 2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*













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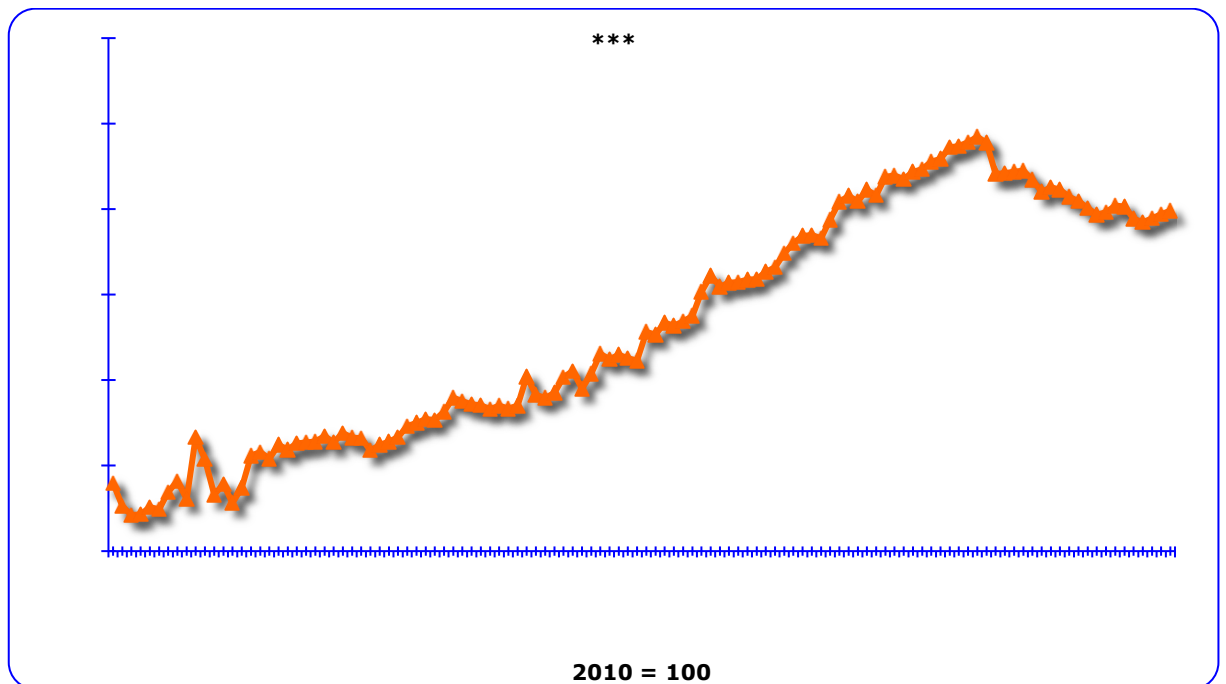
Country	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***
Country	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Figure 22: Producer Prices in Industry – Non-Domestic Output Price Index - in National Currency

INDIC\_BT Non-domestic output price index - in national currency

NACE\_R2 Manufacture of \*\*\*



Source: \*\*\*

## **B** 8. TRADE STRUCTURE AND CHANNELS

### **8.1 MAJOR TRADE CHANNELS**

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### **8.2 PRICE STRUCTURE**

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## 9.2 COUNTRY ANALYSIS

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Table 12: Largest and Most Specialised Countries in Type of Manufacturing

Country	Value added	(% share of EU-28 value added)
Country A	***	***
Country B	***	***
Country C	***	***
Country D	***	***
Country E	***	***
Country F	***	***
Country G	***	***
Country H	***	***
Country I	***	***
Country J	***	***

Source: \*\*\*

## 9.3 SIZE CLASS ANALYSIS

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Table 13: Number of Persons Employed by Enterprise Size Class, Type of Manufacturing, 2012

Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Table 14: Value Added by Enterprise Size Class, Type of Manufacturing, 2012 (million EUR)

Special value:  
: not available

Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
EU-28	***	***	***	***	***
EU-27	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

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Country	From 0 to 9 persons employed	From 10 to 19 persons employed	From 20 to 49 persons employed	From 50 to 249 persons employed	250 persons employed or more
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***
Country	***	***	***	***	***

Source: \*\*\*

Figure 23: Relative Importance of Enterprise Size Classes, Type of Manufacturing, 2012 (% share of sectoral total)

The size of each bubble is proportional to the Value added of each size class rebased.



Source: \*\*\*

## **B** 10. COMPANY PROFILES

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