

《Cartoon products draw many local buyers》

It was a weekend that cartoon and gaming fans can only dream of, as two large fairs China Joy and the Transformers convention took place in downtown Shanghai. The events are also proving to be a big hit for toy sellers.

The most popular areas of the China Joy exhibition include stalls selling different cartoon products ranging from models to T-shirts. Some say the products are an extension of the cartoons they enjoy.





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"I usually buy models ranging from 100 to 200 yuan. I will spend at least 300 yuan to buy such products at cartoon fairs. I enjoy watching cartoons so I buy the related models."

"When I was younger, I would prefer Bandai, Gundam that you can build by yourself. And now I have a lot more work to do, and less time to spend on my hobbies, I would like to buy some action figures that are ready to play with. Usually I don't even open the box, I just want to own them."

One toy seller says the fairs have become a great place to make money.

"When new products are developed, the sales can be tens of thousands of yuan in a month. Most buyers prefer products of figures from classic cartoons or the latest big movies. Every year, I fly to different cities in China to attend cartoon fairs to sell more products," said seller Mao Yingang.

And the manager of one overseas toy manufacturer says the Chinese market is growing rapidly.

"Today because the middle class is increasing in China, so for the cultural part, for the fans, for the IP part, actually, as long as you can have a very good content, I think the affordability is not an issue today," said Zhang Yuheng, general manager of Hasbro China.

It is estimated that by the end of last year China was home to more than 100 million cartoon and game lovers, who spent an average of 1,700 yuan per person annually on cartoon products.

