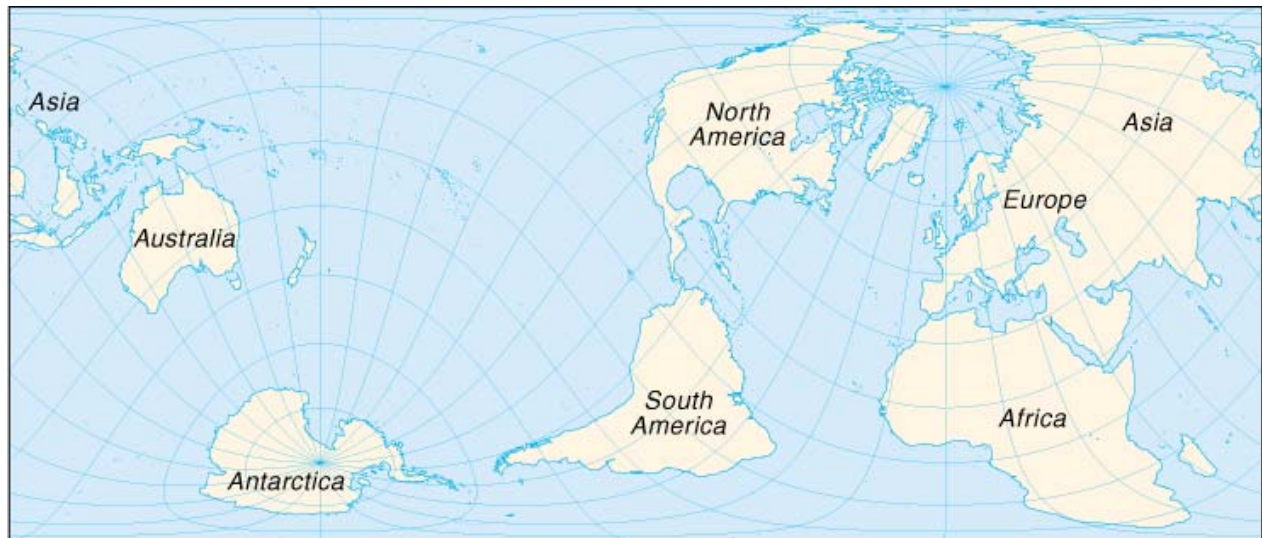

The 2000-2005 World Outlook for Pre-school and Infant Toys



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1 INTRODUCTION

1.1 OVERVIEW

The liberalization of markets has lead to record levels of international investments. Icon Group's primary mission is to assist international managers to better plan and implement strategies in a global economy. It does so by providing various specialized industry reports, databases, publications and services to its clients. This report is one of many published by Icon Group Ltd. to assist executives and planners in monitoring and analyzing world markets. In addition to industry-specific studies, Icon Group Ltd.'s reports cover human resources management, export strategies, investment strategies, entry & marketing strategies, political and economic risk assessments and legal trends (e.g., intellectual property, licensing, and corruption).

This report covers the world outlook for pre-school and infant toys across 235 countries. For each year reported, the estimates are given for the latent demand for the country in question. Icon Group uses a number of proprietary econometric models which project economic changes within each country and across countries. From there, market potential estimates are created. The units used in this report are: million US \$.

As shown in the report, the market potential for pre-school and infant toys is expected to reach \$9,928.44 million by 2005. The distribution of the world market, however, will not be evenly distributed across regions. Europe will be the largest market with \$3,604.98 million or 36.31 percent, followed by North America & the Caribbean with \$2,754.89 million or 27.75 percent, and then Asia with \$2,160.82 million or 21.76 percent of the world market. In essence, if a firm targets these top 3 regions, they cover come 85.82 percent of the world wide demand for pre-school and infant toys.

1.2 MARKET POTENTIAL ESTIMATION METHODOLOGY

Icon Group uses a number of methodologies to create market potential estimates for products and services across markets, whether at the level of a region, country, or city. In this report, two modelling approaches are used. The first involves modelling the economic fundamentals of each market over time. This is based on standard models of economic growth (e.g. focussing on growth of income, or gross domestic product per capita). The second approach is more subtle.

The second approach involves collecting information on the market size or market potential for the particular product or service in question, typically in national currency, and translating these into a common currency. Icon Group uses the U.S. dollar as its common currency across markets. For some categories and markets, basic demand indicators are reported in national statistics, as is mostly the case for the United States and other developed markets. In most of the world's 230 countries, however, few statistics are available. For these, Icon Group uses

econometric models to estimate these markets, and forecast these over time. As true for all forward-looking economic forecasts, certain critical assumptions must be made. Two types of assumptions are made for the models used in this report. The first type covers the socio-economic and global environment. In essence, Icon Group assumes that dynamics seen in the past are likely to continue in the future, without major discontinuous changes. For example, if a city, country or region has not seen civil strife, major recessions, or substantial foreign exchange or currency changes, this is assumed to be the case over the forecast period. Likewise, the worldwide demand is foreseen to progress in a fashion similar to that seen in historical figures, based on aggregated data collected at the national level. The extent to which these assumptions are violated in the future will surely affect the accuracy of the forecasts presented here.

The second type of assumption is of greater importance, especially for those markets where insufficient local information is reported in the public domain, or in markets where there is higher uncertainty. Here, we use cross-country econometric models of demand, often called a cross-sectional pooled time series models with varying parameters. In simple terms, we assume an underlying consumption function that is allowed to vary over time and across geographic markets. Economists have long proposed various consumption functions. These include John Maynard Keynes, Simon Kuznets, Irving Fisher, Franco Modigliani, Albert Ando, Richard Brumberg, and Milton Friedman. Across these, and other authors, the consumption of a product (as opposed to the amount produced) is foreseen to vary depending on a number of local factors and the time frame that one considers (short-, medium- and long-run). In general, the variance of the market potential across markets is foreseen to be a function of variances in income, wealth, interest rates, expected future income, and a variety of exogenous factors, including geography and culture. Icon Group forecasts primarily rely on non-cultural economic factors in modelling cross-market demand, for a given product or service. We also model the market potential using a consumption function which assumes a constant average propensity to consume in the long run (i.e. as incomes rise, average consumption rates do not fall, as earlier argued by Keynes). Once the cross-market model of demand is specified, it is combined with the local economic models described above. As in all econometric exercises, the lack of local market figures in the public domain results in estimation errors. Furthermore, many intervening factors may arise over time that can materially affect the accuracy of the forecasts, including changes in local economic conditions, changes in political regimes, improvements in primary data, and currency fluctuations, among other factors. As the estimates and forecasts reported here are forward-looking and subject to assumption-induced errors, you are asked to read the caveats and disclaimers at the end of this report.

1.3 THE WORLDWIDE MARKET POTENTIAL FOR PRE-SCHOOL AND INFANT TOYS

Worldwide Market Potential for Pre-School and Infant Toys (million US \$): 2000

Region	Latent Demand million US \$	% of Globe
Europe	3,210	36.6
North America & the Caribbean	2,416	27.5
Asia	1,893	21.6
Latin America	470	5.4
Middle East	461	5.3
Africa	193	2.2
Oceania	130	1.5
Total	8,774	100.0

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Worldwide Market Potential for Pre-School and Infant Toys (million US \$): 2000



World Market for Pre-School and Infant Toys: 1995 - 2005

Year	World Market million US \$
1995	8,623.54
1996	8,758.39
1997	8,789.09
1998	8,677.12
1999	8,709.01
2000	8,790.81
2001	8,989.98
2002	9,214.26
2003	9,445.27
2004	9,683.25
2005	9,928.44

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2 AFRICA: PRE-SCHOOL AND INFANT TOYS

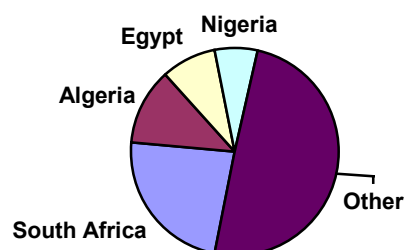
2.1 EXECUTIVE SUMMARY

Market Potential for Pre-School and Infant Toys in Africa (million US \$): 2000

Country	Latent Demand million US \$	% of Africa
South Africa	45	23.23%
Algeria	23	12.02%
Egypt	17	8.64%
Nigeria	13	6.77%
Libya	12	6.12%
Morocco	10	5.34%
Tunisia	6	3.03%
Cameroon	6	2.95%
Sudan	5	2.36%
Ivory coast	4	2.23%
Angola	4	2.06%
Kenya	4	2.05%
Congo (formerly Zaire)	4	2.01%
Tanzania	3	1.48%
Ghana	3	1.43%
Ethiopia	3	1.38%
Zimbabwe	3	1.35%
Senegal	3	1.28%
Uganda	2	1.24%
Gabon	2	1.14%
Botswana	2	0.79%
Zambia	1	0.75%
Burkina Faso	1	0.69%
Madagascar	1	0.66%
Guinea	1	0.62%
Other	15	8.28%
Total	193	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Market Potential for Pre-School and Infant Toys in Africa (million US \$): 2000



The Market for Pre-School and Infant Toys in Africa: 1995 - 2005

Year	million US \$	% of Globe
1995	197.46	2.29
1996	198.73	2.27
1997	198.05	2.25
1998	194.79	2.24
1999	194.13	2.23
2000	194.65	2.21
2001	199.12	2.21
2002	204.37	2.22
2003	209.79	2.22
2004	215.37	2.22
2005	221.12	2.23

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.2 ALGERIA

Pre-School and Infant Toys (million US \$): Algeria 1995 - 2005

Year	Algeria	% of Region	% of Globe
1995	24	12.24%	0.28%
1996	24	12.20%	0.27%
1997	24	12.15%	0.27%
1998	24	12.10%	0.27%
1999	23	12.05%	0.26%
2000	23	12.02%	0.26%
2001	24	12.05%	0.26%
2002	25	12.10%	0.26%
2003	25	12.15%	0.26%
2004	26	12.19%	0.27%
2005	27	12.24%	0.27%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.3 ANGOLA

Pre-School and Infant Toys (million US \$): Angola 1995 - 2005

Year	Angola	% of Region	% of Globe
1995	4	2.13%	0.00%
1996	4	2.11%	0.00%
1997	4	2.10%	0.00%
1998	4	2.09%	0.00%
1999	4	2.07%	0.00%
2000	4	2.06%	0.00%
2001	4	2.07%	0.00%
2002	4	2.09%	0.04%
2003	4	2.10%	0.00%
2004	5	2.11%	0.00%
2005	5	2.13%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.4 BENIN

Pre-School and Infant Toys (million US \$): Benin 1995 - 2005

Year	Benin	% of Region	% of Globe
1995	1	0.48%	0.00%
1996	1	0.47%	0.00%
1997	1	0.47%	0.00%
1998	1	0.46%	0.00%
1999	1	0.45%	0.00%
2000	1	0.45%	0.00%
2001	1	0.45%	0.00%
2002	1	0.46%	0.00%
2003	1	0.47%	0.00%
2004	1	0.47%	0.00%
2005	1	0.48%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.5 BOTSWANA

Pre-School and Infant Toys (million US \$): Botswana 1995 - 2005

Year	Botswana	% of Region	% of Globe
1995	2	0.76%	0.00%
1996	2	0.77%	0.00%
1997	2	0.77%	0.00%
1998	2	0.78%	0.00%
1999	2	0.79%	0.00%
2000	2	0.79%	0.00%
2001	2	0.79%	0.01%
2002	2	0.78%	0.00%
2003	2	0.77%	0.00%
2004	2	0.77%	0.00%
2005	2	0.76%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.6 BURKINA FASO

Pre-School and Infant Toys (million US \$): Burkina Faso 1995 - 2005

Year	Burkina Faso	% of Region	% of Globe
1995	1	0.71%	0.00%
1996	1	0.70%	0.00%
1997	1	0.70%	0.00%
1998	1	0.70%	0.00%
1999	1	0.69%	0.00%
2000	1	0.69%	0.00%
2001	1	0.69%	0.00%
2002	1	0.70%	0.00%
2003	1	0.70%	0.00%
2004	2	0.70%	0.01%
2005	2	0.71%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.7 BURUNDI

Pre-School and Infant Toys (million US \$): Burundi 1995 - 2005

Year	Burundi	% of Region	% of Globe
1995	1	0.25%	0.00%
1996	1	0.25%	0.00%
1997	1	0.25%	0.00%
1998	1	0.25%	0.00%
1999	1	0.25%	0.00%
2000	1	0.25%	0.00%
2001	1	0.25%	0.00%
2002	1	0.25%	0.00%
2003	1	0.25%	0.00%
2004	1	0.25%	0.00%
2005	1	0.25%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.8 CAMEROON

Pre-School and Infant Toys (million US \$): Cameroon 1995 - 2005

Year	Cameroon	% of Region	% of Globe
1995	6	2.89%	0.00%
1996	6	2.90%	0.00%
1997	6	2.92%	0.06%
1998	6	2.93%	0.00%
1999	6	2.94%	0.00%
2000	6	2.95%	0.00%
2001	6	2.94%	0.00%
2002	6	2.93%	0.00%
2003	6	2.92%	0.00%
2004	6	2.90%	0.06%
2005	6	2.89%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.9 CAPE VERDE

Pre-School and Infant Toys (million US \$): Cape Verde 1995 - 2005

Year	Cape Verde	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.06%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.06%	0.00%
2003	0	0.00%	0.00%
2004	0	0.06%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.10 CENTRAL AFRICAN REPUBLIC

Pre-School and Infant Toys (million US \$): Central African Republic 1995 - 2005

Year	Central African Republic	% of Region	% of Globe
1995	1	0.28%	0.00%
1996	1	0.28%	0.00%
1997	1	0.28%	0.00%
1998	1	0.28%	0.00%
1999	1	0.27%	0.00%
2000	1	0.27%	0.00%
2001	1	0.27%	0.00%
2002	1	0.28%	0.00%
2003	1	0.28%	0.00%
2004	1	0.28%	0.00%
2005	1	0.28%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.11 CHAD

Pre-School and Infant Toys (million US \$): Chad 1995 - 2005

Year	Chad	% of Region	% of Globe
1995	1	0.29%	0.00%
1996	1	0.28%	0.00%
1997	1	0.28%	0.00%
1998	1	0.28%	0.00%
1999	1	0.28%	0.00%
2000	1	0.28%	0.00%
2001	1	0.28%	0.00%
2002	1	0.28%	0.00%
2003	1	0.28%	0.00%
2004	1	0.28%	0.00%
2005	1	0.29%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.12 COMOROS

Pre-School and Infant Toys (million US \$): Comoros 1995 - 2005

Year	Comoros	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.13 CONGO (FORMERLY ZAIRE)

Pre-School and Infant Toys (million US \$): Congo (formerly Zaire) 1995 - 2005

Year	Congo (formerly Zaire)	% of Region	% of Globe
1995	4	1.78%	0.00%
1996	4	1.83%	0.00%
1997	4	1.87%	0.00%
1998	4	1.92%	0.00%
1999	4	1.97%	0.00%
2000	4	2.01%	0.04%
2001	4	1.98%	0.00%
2002	4	1.93%	0.00%
2003	4	1.88%	0.00%
2004	4	1.83%	0.00%
2005	4	1.78%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.14 DJIBOUTI

Pre-School and Infant Toys (million US \$): Djibouti 1995 - 2005

Year	Djibouti	% of Region	% of Globe
1995	0	0.10%	0.00%
1996	0	0.10%	0.00%
1997	0	0.10%	0.00%
1998	0	0.10%	0.00%
1999	0	0.11%	0.00%
2000	0	0.11%	0.00%
2001	0	0.11%	0.00%
2002	0	0.10%	0.00%
2003	0	0.10%	0.00%
2004	0	0.10%	0.00%
2005	0	0.10%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.15 EGYPT

Pre-School and Infant Toys (million US \$): Egypt 1995 - 2005

Year	Egypt	% of Region	% of Globe
1995	18	8.91%	0.20%
1996	18	8.85%	0.20%
1997	17	8.79%	0.19%
1998	17	8.74%	0.19%
1999	17	8.68%	0.19%
2000	17	8.64%	0.19%
2001	17	8.68%	0.19%
2002	18	8.74%	0.19%
2003	18	8.79%	0.19%
2004	19	8.85%	0.19%
2005	20	8.90%	0.19%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.16 EQUATORIAL GUINEA

Pre-School and Infant Toys (million US \$): Equatorial Guinea 1995 - 2005

Year	Equatorial Guinea	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.03%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.17 ERITREA

Pre-School and Infant Toys (million US \$): Eritrea 1995 - 2005

Year	Eritrea	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.18 ETHIOPIA

Pre-School and Infant Toys (million US \$): Ethiopia 1995 - 2005

Year	Ethiopia	% of Region	% of Globe
1995	3	1.38%	0.00%
1996	3	1.38%	0.00%
1997	3	1.38%	0.03%
1998	3	1.38%	0.00%
1999	3	1.38%	0.00%
2000	3	1.38%	0.00%
2001	3	1.38%	0.00%
2002	3	1.38%	0.00%
2003	3	1.38%	0.00%
2004	3	1.38%	0.00%
2005	3	1.38%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.19 GABON

Pre-School and Infant Toys (million US \$): Gabon 1995 - 2005

Year	Gabon	% of Region	% of Globe
1995	2	1.12%	0.00%
1996	2	1.13%	0.00%
1997	2	1.13%	0.00%
1998	2	1.13%	0.00%
1999	2	1.14%	0.00%
2000	2	1.14%	0.00%
2001	2	1.14%	0.00%
2002	2	1.13%	0.00%
2003	2	1.13%	0.00%
2004	2	1.13%	0.00%
2005	2	1.12%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.20 GHANA

Pre-School and Infant Toys (million US \$): Ghana 1995 - 2005

Year	Ghana	% of Region	% of Globe
1995	3	1.51%	0.00%
1996	3	1.50%	0.00%
1997	3	1.48%	0.03%
1998	3	1.46%	0.00%
1999	3	1.45%	0.00%
2000	3	1.43%	0.00%
2001	3	1.45%	0.00%
2002	3	1.46%	0.00%
2003	3	1.48%	0.00%
2004	3	1.50%	0.00%
2005	3	1.51%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.21 GUINEA

Pre-School and Infant Toys (million US \$): Guinea 1995 - 2005

Year	Guinea	% of Region	% of Globe
1995	1	0.64%	0.00%
1996	1	0.63%	0.00%
1997	1	0.63%	0.00%
1998	1	0.63%	0.00%
1999	1	0.62%	0.00%
2000	1	0.62%	0.00%
2001	1	0.62%	0.00%
2002	1	0.63%	0.00%
2003	1	0.63%	0.00%
2004	1	0.63%	0.00%
2005	1	0.64%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.22 GUINEA-BISSAU

Pre-School and Infant Toys (million US \$): Guinea-Bissau 1995 - 2005

Year	Guinea-Bissau	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.04%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.23 IVORY COAST

Pre-School and Infant Toys (million US \$): Ivory coast 1995 - 2005

Year	Ivory coast	% of Region	% of Globe
1995	5	2.36%	0.05%
1996	5	2.33%	0.00%
1997	5	2.30%	0.00%
1998	4	2.28%	0.05%
1999	4	2.25%	0.00%
2000	4	2.23%	0.00%
2001	4	2.25%	0.00%
2002	5	2.28%	0.00%
2003	5	2.30%	0.00%
2004	5	2.33%	0.00%
2005	5	2.35%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.24 KENYA

Pre-School and Infant Toys (million US \$): Kenya 1995 - 2005

Year	Kenya	% of Region	% of Globe
1995	4	2.17%	0.00%
1996	4	2.14%	0.04%
1997	4	2.12%	0.00%
1998	4	2.10%	0.00%
1999	4	2.07%	0.00%
2000	4	2.05%	0.04%
2001	4	2.07%	0.00%
2002	4	2.10%	0.00%
2003	4	2.12%	0.00%
2004	5	2.14%	0.00%
2005	5	2.17%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.25 LESOTHO

Pre-School and Infant Toys (million US \$): Lesotho 1995 - 2005

Year	Lesotho	% of Region	% of Globe
1995	1	0.25%	0.00%
1996	0	0.24%	0.00%
1997	0	0.23%	0.00%
1998	0	0.22%	0.00%
1999	0	0.21%	0.00%
2000	0	0.21%	0.00%
2001	0	0.21%	0.00%
2002	0	0.22%	0.00%
2003	0	0.23%	0.00%
2004	1	0.24%	0.00%
2005	1	0.25%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.26 LIBERIA

Pre-School and Infant Toys (million US \$): Liberia 1995 - 2005

Year	Liberia	% of Region	% of Globe
1995	0	0.23%	0.00%
1996	0	0.24%	0.00%
1997	0	0.24%	0.00%
1998	0	0.24%	0.00%
1999	0	0.25%	0.00%
2000	0	0.25%	0.00%
2001	1	0.25%	0.00%
2002	1	0.24%	0.00%
2003	1	0.24%	0.00%
2004	1	0.24%	0.00%
2005	1	0.23%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.27 LIBYA

Pre-School and Infant Toys (million US \$): Libya 1995 - 2005

Year	Libya	% of Region	% of Globe
1995	11	5.70%	0.13%
1996	12	5.79%	0.13%
1997	12	5.87%	0.13%
1998	12	5.96%	0.13%
1999	12	6.05%	0.13%
2000	12	6.12%	0.13%
2001	12	6.05%	0.13%
2002	12	5.97%	0.13%
2003	12	5.88%	0.13%
2004	12	5.79%	0.12%
2005	13	5.71%	0.12%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.28 MADAGASCAR

Pre-School and Infant Toys (million US \$): Madagascar 1995 - 2005

Year	Madagascar	% of Region	% of Globe
1995	1	0.66%	0.00%
1996	1	0.66%	0.01%
1997	1	0.66%	0.00%
1998	1	0.66%	0.00%
1999	1	0.66%	0.00%
2000	1	0.66%	0.00%
2001	1	0.66%	0.00%
2002	1	0.66%	0.00%
2003	1	0.66%	0.00%
2004	1	0.66%	0.01%
2005	1	0.66%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.29 MALAWI

Pre-School and Infant Toys (million US \$): Malawi 1995 - 2005

Year	Malawi	% of Region	% of Globe
1995	1	0.47%	0.00%
1996	1	0.46%	0.00%
1997	1	0.45%	0.01%
1998	1	0.44%	0.00%
1999	1	0.42%	0.00%
2000	1	0.42%	0.00%
2001	1	0.42%	0.00%
2002	1	0.44%	0.00%
2003	1	0.45%	0.00%
2004	1	0.46%	0.01%
2005	1	0.47%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.30 MALI

Pre-School and Infant Toys (million US \$): Mali 1995 - 2005

Year	Mali	% of Region	% of Globe
1995	1	0.59%	0.00%
1996	1	0.59%	0.00%
1997	1	0.59%	0.00%
1998	1	0.59%	0.00%
1999	1	0.59%	0.00%
2000	1	0.59%	0.00%
2001	1	0.59%	0.00%
2002	1	0.59%	0.00%
2003	1	0.59%	0.00%
2004	1	0.59%	0.00%
2005	1	0.59%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.31 MAURITANIA

Pre-School and Infant Toys (million US \$): Mauritania 1995 - 2005

Year	Mauritania	% of Region	% of Globe
1995	0	0.24%	0.00%
1996	0	0.24%	0.00%
1997	0	0.24%	0.00%
1998	0	0.24%	0.00%
1999	0	0.24%	0.00%
2000	0	0.24%	0.00%
2001	0	0.24%	0.00%
2002	0	0.24%	0.00%
2003	1	0.24%	0.00%
2004	1	0.24%	0.00%
2005	1	0.24%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.32 MAURITIUS

Pre-School and Infant Toys (million US \$): Mauritius 1995 - 2005

Year	Mauritius	% of Region	% of Globe
1995	1	0.55%	0.00%
1996	1	0.55%	0.00%
1997	1	0.55%	0.00%
1998	1	0.55%	0.00%
1999	1	0.55%	0.00%
2000	1	0.55%	0.00%
2001	1	0.55%	0.00%
2002	1	0.55%	0.00%
2003	1	0.55%	0.00%
2004	1	0.55%	0.00%
2005	1	0.55%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.33 MOROCCO

Pre-School and Infant Toys (million US \$): Morocco 1995 - 2005

Year	Morocco	% of Region	% of Globe
1995	9	4.75%	0.10%
1996	10	4.87%	0.11%
1997	10	4.99%	0.11%
1998	10	5.12%	0.11%
1999	10	5.24%	0.11%
2000	10	5.34%	0.11%
2001	10	5.25%	0.11%
2002	10	5.12%	0.11%
2003	10	5.00%	0.11%
2004	11	4.88%	0.10%
2005	11	4.76%	0.10%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.34 MOZAMBIQUE

Pre-School and Infant Toys (million US \$): Mozambique 1995 - 2005

Year	Mozambique	% of Region	% of Globe
1995	1	0.33%	0.00%
1996	1	0.33%	0.00%
1997	1	0.34%	0.00%
1998	1	0.34%	0.00%
1999	1	0.35%	0.00%
2000	1	0.36%	0.00%
2001	1	0.35%	0.00%
2002	1	0.34%	0.00%
2003	1	0.34%	0.00%
2004	1	0.33%	0.00%
2005	1	0.33%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.35 NAMIBIA

Pre-School and Infant Toys (million US \$): Namibia 1995 - 2005

Year	Namibia	% of Region	% of Globe
1995	1	0.41%	0.00%
1996	1	0.40%	0.00%
1997	1	0.40%	0.00%
1998	1	0.39%	0.00%
1999	1	0.39%	0.00%
2000	1	0.38%	0.00%
2001	1	0.38%	0.00%
2002	1	0.39%	0.00%
2003	1	0.40%	0.00%
2004	1	0.40%	0.00%
2005	1	0.41%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.36 NIGER

Pre-School and Infant Toys (million US \$): Niger 1995 - 2005

Year	Niger	% of Region	% of Globe
1995	1	0.60%	0.00%
1996	1	0.59%	0.00%
1997	1	0.58%	0.00%
1998	1	0.57%	0.00%
1999	1	0.56%	0.00%
2000	1	0.55%	0.00%
2001	1	0.56%	0.00%
2002	1	0.57%	0.00%
2003	1	0.58%	0.00%
2004	1	0.59%	0.00%
2005	1	0.60%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.37 NIGERIA

Pre-School and Infant Toys (million US \$): Nigeria 1995 - 2005

Year	Nigeria	% of Region	% of Globe
1995	13	6.76%	0.15%
1996	13	6.76%	0.15%
1997	13	6.77%	0.15%
1998	13	6.77%	0.15%
1999	13	6.77%	0.15%
2000	13	6.77%	0.15%
2001	13	6.77%	0.15%
2002	14	6.77%	0.15%
2003	14	6.77%	0.15%
2004	15	6.76%	0.15%
2005	15	6.76%	0.15%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.38 REPUBLIC OF CONGO

Pre-School and Infant Toys (million US \$): Republic of Congo 1995 - 2005

Year	Republic of Congo	% of Region	% of Globe
1995	1	0.54%	0.00%
1996	1	0.54%	0.00%
1997	1	0.53%	0.00%
1998	1	0.53%	0.00%
1999	1	0.53%	0.00%
2000	1	0.53%	0.01%
2001	1	0.53%	0.00%
2002	1	0.53%	0.01%
2003	1	0.53%	0.00%
2004	1	0.54%	0.00%
2005	1	0.54%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.39 RWANDA

Pre-School and Infant Toys (million US \$): Rwanda 1995 - 2005

Year	Rwanda	% of Region	% of Globe
1995	1	0.44%	0.00%
1996	1	0.45%	0.00%
1997	1	0.46%	0.00%
1998	1	0.47%	0.01%
1999	1	0.48%	0.00%
2000	1	0.48%	0.00%
2001	1	0.48%	0.00%
2002	1	0.47%	0.00%
2003	1	0.46%	0.01%
2004	1	0.45%	0.00%
2005	1	0.44%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.40 SAO TOME E PRINCIPE

Pre-School and Infant Toys (million US \$): Sao Tome E Principe 1995 - 2005

Year	Sao Tome E Principe	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.41 SENEGAL

Pre-School and Infant Toys (million US \$): Senegal 1995 - 2005

Year	Senegal	% of Region	% of Globe
1995	3	1.34%	0.00%
1996	3	1.33%	0.00%
1997	3	1.31%	0.00%
1998	3	1.30%	0.00%
1999	3	1.29%	0.00%
2000	3	1.28%	0.00%
2001	3	1.29%	0.00%
2002	3	1.30%	0.00%
2003	3	1.31%	0.02%
2004	3	1.33%	0.02%
2005	3	1.34%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.42 SIERRA LEONE

Pre-School and Infant Toys (million US \$): Sierra Leone 1995 - 2005

Year	Sierra Leone	% of Region	% of Globe
1995	1	0.25%	0.00%
1996	1	0.26%	0.00%
1997	1	0.26%	0.00%
1998	1	0.27%	0.00%
1999	1	0.27%	0.00%
2000	1	0.28%	0.00%
2001	1	0.27%	0.00%
2002	1	0.27%	0.00%
2003	1	0.26%	0.00%
2004	1	0.26%	0.00%
2005	1	0.25%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.43 SOMALIA

Pre-School and Infant Toys (million US \$): Somalia 1995 - 2005

Year	Somalia	% of Region	% of Globe
1995	1	0.29%	0.00%
1996	1	0.30%	0.00%
1997	1	0.30%	0.00%
1998	1	0.30%	0.00%
1999	1	0.30%	0.00%
2000	1	0.30%	0.00%
2001	1	0.30%	0.00%
2002	1	0.30%	0.00%
2003	1	0.30%	0.00%
2004	1	0.30%	0.00%
2005	1	0.29%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.44 SOUTH AFRICA

Pre-School and Infant Toys (million US \$): South Africa 1995 - 2005

Year	South Africa	% of Region	% of Globe
1995	47	23.56%	0.53%
1996	47	23.49%	0.53%
1997	46	23.43%	0.52%
1998	46	23.36%	0.52%
1999	45	23.29%	0.51%
2000	45	23.23%	0.51%
2001	46	23.29%	0.51%
2002	48	23.36%	0.51%
2003	49	23.42%	0.52%
2004	51	23.49%	0.52%
2005	52	23.55%	0.52%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.45 SUDAN

Pre-School and Infant Toys (million US \$): Sudan 1995 - 2005

Year	Sudan	% of Region	% of Globe
1995	4	2.22%	0.00%
1996	4	2.25%	0.00%
1997	5	2.28%	0.00%
1998	5	2.31%	0.00%
1999	5	2.34%	0.00%
2000	5	2.36%	0.00%
2001	5	2.34%	0.05%
2002	5	2.31%	0.00%
2003	5	2.28%	0.00%
2004	5	2.25%	0.00%
2005	5	2.22%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.46 SWAZILAND

Pre-School and Infant Toys (million US \$): Swaziland 1995 - 2005			
Year	Swaziland	% of Region	% of Globe
1995	0	0.19%	0.00%
1996	0	0.19%	0.00%
1997	0	0.19%	0.00%
1998	0	0.19%	0.00%
1999	0	0.19%	0.00%
2000	0	0.19%	0.00%
2001	0	0.19%	0.00%
2002	0	0.19%	0.00%
2003	0	0.19%	0.00%
2004	0	0.19%	0.00%
2005	0	0.19%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.47 TANZANIA

Pre-School and Infant Toys (million US \$): Tanzania 1995 - 2005			
Year	Tanzania	% of Region	% of Globe
1995	3	1.48%	0.00%
1996	3	1.48%	0.00%
1997	3	1.48%	0.00%
1998	3	1.48%	0.00%
1999	3	1.48%	0.00%
2000	3	1.48%	0.00%
2001	3	1.48%	0.00%
2002	3	1.48%	0.03%
2003	3	1.48%	0.00%
2004	3	1.48%	0.00%
2005	3	1.48%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.48 THE GAMBIA

Pre-School and Infant Toys (million US \$): The Gambia 1995 - 2005

Year	The Gambia	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.07%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.49 TOGO

Pre-School and Infant Toys (million US \$): Togo 1995 - 2005

Year	Togo	% of Region	% of Globe
1995	1	0.36%	0.00%
1996	1	0.35%	0.00%
1997	1	0.35%	0.00%
1998	1	0.34%	0.00%
1999	1	0.34%	0.00%
2000	1	0.33%	0.00%
2001	1	0.34%	0.00%
2002	1	0.34%	0.00%
2003	1	0.35%	0.00%
2004	1	0.35%	0.00%
2005	1	0.36%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.50 TUNISIA

Pre-School and Infant Toys (million US \$): Tunisia 1995 - 2005

Year	Tunisia	% of Region	% of Globe
1995	6	3.15%	0.00%
1996	6	3.12%	0.00%
1997	6	3.10%	0.00%
1998	6	3.07%	0.00%
1999	6	3.05%	0.00%
2000	6	3.03%	0.00%
2001	6	3.05%	0.00%
2002	6	3.07%	0.00%
2003	7	3.10%	0.00%
2004	7	3.12%	0.00%
2005	7	3.15%	0.07%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.51 UGANDA

Pre-School and Infant Toys (million US \$): Uganda 1995 - 2005

Year	Uganda	% of Region	% of Globe
1995	3	1.35%	0.03%
1996	3	1.33%	0.00%
1997	3	1.30%	0.00%
1998	3	1.28%	0.00%
1999	2	1.26%	0.00%
2000	2	1.24%	0.00%
2001	3	1.26%	0.00%
2002	3	1.28%	0.00%
2003	3	1.30%	0.00%
2004	3	1.33%	0.00%
2005	3	1.35%	0.03%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.52 ZAMBIA

Pre-School and Infant Toys (million US \$): Zambia 1995 - 2005

Year	Zambia	% of Region	% of Globe
1995	1	0.71%	0.00%
1996	1	0.72%	0.00%
1997	1	0.73%	0.00%
1998	1	0.74%	0.00%
1999	1	0.75%	0.00%
2000	1	0.75%	0.00%
2001	1	0.75%	0.00%
2002	2	0.74%	0.01%
2003	2	0.73%	0.00%
2004	2	0.72%	0.00%
2005	2	0.71%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

2.53 ZIMBABWE

Pre-School and Infant Toys (million US \$): Zimbabwe 1995 - 2005

Year	Zimbabwe	% of Region	% of Globe
1995	2	1.24%	0.00%
1996	3	1.27%	0.00%
1997	3	1.29%	0.00%
1998	3	1.31%	0.00%
1999	3	1.33%	0.00%
2000	3	1.35%	0.00%
2001	3	1.33%	0.00%
2002	3	1.31%	0.00%
2003	3	1.29%	0.00%
2004	3	1.27%	0.00%
2005	3	1.25%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3 ASIA: PRE-SCHOOL AND INFANT TOYS

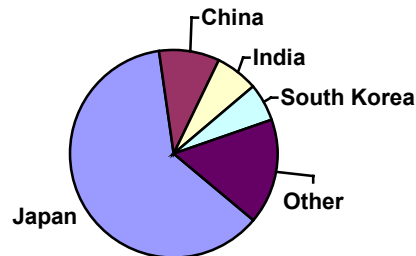
3.1 EXECUTIVE SUMMARY

Market Potential for Pre-School and Infant Toys in Asia (million US \$): 2000

Country	Latent Demand million US \$	% of Asia
Japan	1,166	61.59%
China	183	9.64%
India	126	6.66%
South Korea	107	5.64%
Taiwan	75	3.97%
Indonesia	49	2.57%
Thailand	41	2.15%
Hong Kong	30	1.58%
Malaysia	22	1.16%
Philippines	21	1.12%
Singapore	17	0.88%
Burma	15	0.77%
North Korea	12	0.62%
Bangladesh	9	0.49%
Vietnam	7	0.35%
Sri Lanka	3	0.17%
Brunei	3	0.16%
Papua New Guinea	2	0.08%
Mongolia	2	0.00%
Nepal	1	0.00%
Cambodia	1	0.00%
Macau	1	0.00%
Laos	0	0.00%
Seychelles	0	0.00%
Bhutan	0	0.00%
Other	0	0.40%
Total	1,893	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Market Potential for Pre-School and Infant Toys in Asia (million US \$): 2000



The Market for Pre-School and Infant Toys in Asia: 1995 - 2005

Year	million US \$	% of Globe
1995	1,929.93	22.38
1996	1,939.66	22.15
1997	1,930.80	21.97
1998	1,897.24	21.86
1999	1,889.26	21.69
2000	1,893.40	21.54
2001	1,937.76	21.55
2002	1,990.45	21.60
2003	2,045.13	21.65
2004	2,101.89	21.71
2005	2,160.82	21.76

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.2 BANGLADESH

Pre-School and Infant Toys (million US \$): Bangladesh 1995 - 2005

Year	Bangladesh	% of Region	% of Globe
1995	10	0.51%	0.11%
1996	10	0.50%	0.11%
1997	10	0.50%	0.11%
1998	10	0.50%	0.10%
1999	9	0.49%	0.10%
2000	9	0.49%	0.10%
2001	10	0.49%	0.10%
2002	10	0.50%	0.10%
2003	10	0.50%	0.10%
2004	11	0.50%	0.11%
2005	11	0.51%	0.11%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.3 BHUTAN

Pre-School and Infant Toys (million US \$): Bhutan 1995 - 2005

Year	Bhutan	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.4 BRUNEI

Pre-School and Infant Toys (million US \$): Brunei 1995 - 2005

Year	Brunei	% of Region	% of Globe
1995	3	0.16%	0.03%
1996	3	0.16%	0.00%
1997	3	0.16%	0.00%
1998	3	0.16%	0.00%
1999	3	0.16%	0.00%
2000	3	0.16%	0.00%
2001	3	0.16%	0.00%
2002	3	0.16%	0.00%
2003	3	0.16%	0.03%
2004	3	0.16%	0.03%
2005	3	0.16%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.5 BURMA

Pre-School and Infant Toys (million US \$): Burma 1995 - 2005

Year	Burma	% of Region	% of Globe
1995	16	0.83%	0.18%
1996	16	0.82%	0.18%
1997	16	0.80%	0.17%
1998	15	0.79%	0.17%
1999	15	0.78%	0.16%
2000	15	0.77%	0.16%
2001	15	0.78%	0.16%
2002	16	0.79%	0.17%
2003	17	0.80%	0.17%
2004	17	0.82%	0.17%
2005	18	0.83%	0.18%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.6 CAMBODIA

Pre-School and Infant Toys (million US \$): Cambodia 1995 - 2005			
Year	Cambodia	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.05%	0.00%
2002	1	0.05%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.7 CHINA

Pre-School and Infant Toys (million US \$): China 1995 - 2005			
Year	China	% of Region	% of Globe
1995	212	10.99%	2.46%
1996	208	10.70%	2.37%
1997	201	10.41%	2.28%
1998	192	10.13%	2.21%
1999	186	9.85%	2.13%
2000	183	9.64%	2.07%
2001	191	9.84%	2.12%
2002	201	10.12%	2.18%
2003	213	10.39%	2.25%
2004	225	10.68%	2.31%
2005	237	10.96%	2.38%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.8 HONG KONG

Pre-School and Infant Toys (million US \$): Hong Kong 1995 - 2005

Year	Hong Kong	% of Region	% of Globe
1995	32	1.66%	0.37%
1996	32	1.64%	0.36%
1997	31	1.63%	0.35%
1998	31	1.61%	0.35%
1999	30	1.59%	0.34%
2000	30	1.58%	0.34%
2001	31	1.59%	0.34%
2002	32	1.61%	0.34%
2003	33	1.62%	0.35%
2004	35	1.64%	0.35%
2005	36	1.66%	0.36%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.9 INDIA

Pre-School and Infant Toys (million US \$): India 1995 - 2005

Year	India	% of Region	% of Globe
1995	136	7.05%	1.57%
1996	135	6.97%	1.54%
1997	133	6.89%	1.51%
1998	129	6.81%	1.48%
1999	127	6.72%	1.45%
2000	126	6.66%	1.43%
2001	130	6.72%	1.44%
2002	135	6.80%	1.47%
2003	141	6.88%	1.49%
2004	146	6.96%	1.51%
2005	152	7.04%	1.53%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.10 INDONESIA

Pre-School and Infant Toys (million US \$): Indonesia 1995 - 2005

Year	Indonesia	% of Region	% of Globe
1995	54	2.81%	0.62%
1996	54	2.76%	0.61%
1997	52	2.71%	0.59%
1998	50	2.66%	0.58%
1999	49	2.61%	0.56%
2000	49	2.57%	0.55%
2001	51	2.61%	0.56%
2002	53	2.65%	0.57%
2003	55	2.70%	0.58%
2004	58	2.75%	0.59%
2005	61	2.80%	0.61%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.11 JAPAN

Pre-School and Infant Toys (million US \$): Japan 1995 - 2005

Year	Japan	% of Region	% of Globe
1995	1,117	57.89%	12.95%
1996	1,138	58.69%	12.99%
1997	1,148	59.47%	13.06%
1998	1,143	60.24%	13.17%
1999	1,153	61.02%	13.23%
2000	1,166	61.59%	13.26%
2001	1,183	61.03%	13.15%
2002	1,200	60.28%	13.02%
2003	1,217	59.51%	12.88%
2004	1,235	58.74%	12.75%
2005	1,253	57.97%	12.61%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.12 LAOS

Pre-School and Infant Toys (million US \$): Laos 1995 - 2005

Year	Laos	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.02%	0.00%
2000	0	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.13 MACAU

Pre-School and Infant Toys (million US \$): Macau 1995 - 2005

Year	Macau	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.05%	0.00%
2000	1	0.00%	0.00%
2001	1	0.05%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.14 MALAYSIA

Pre-School and Infant Toys (million US \$): Malaysia 1995 - 2005

Year	Malaysia	% of Region	% of Globe
1995	26	1.32%	0.29%
1996	25	1.28%	0.28%
1997	24	1.25%	0.27%
1998	23	1.22%	0.26%
1999	22	1.18%	0.25%
2000	22	1.16%	0.25%
2001	23	1.18%	0.25%
2002	24	1.22%	0.26%
2003	26	1.25%	0.27%
2004	27	1.28%	0.27%
2005	29	1.31%	0.28%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.15 MALDIVES

Pre-School and Infant Toys (million US \$): Maldives 1995 - 2005

Year	Maldives	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.16 MONGOLIA

Pre-School and Infant Toys (million US \$): Mongolia 1995 - 2005

Year	Mongolia	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.00%	0.01%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	2	0.00%	0.00%
2005	2	0.00%	0.01%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.17 NEPAL

Pre-School and Infant Toys (million US \$): Nepal 1995 - 2005

Year	Nepal	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.01%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	2	0.07%	0.00%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.18 NORTH KOREA

Pre-School and Infant Toys (million US \$): North Korea 1995 - 2005

Year	North Korea	% of Region	% of Globe
1995	11	0.56%	0.12%
1996	11	0.57%	0.12%
1997	11	0.58%	0.12%
1998	11	0.60%	0.13%
1999	12	0.61%	0.13%
2000	12	0.62%	0.13%
2001	12	0.61%	0.13%
2002	12	0.60%	0.13%
2003	12	0.58%	0.12%
2004	12	0.57%	0.12%
2005	12	0.56%	0.12%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.19 PAPUA NEW GUINEA

Pre-School and Infant Toys (million US \$): Papua New Guinea 1995 - 2005

Year	Papua New Guinea	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.01%
1999	2	0.00%	0.00%
2000	2	0.08%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	2	0.07%	0.01%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.20 PHILIPPINES

Pre-School and Infant Toys (million US \$): Philippines 1995 - 2005

Year	Philippines	% of Region	% of Globe
1995	23	1.17%	0.26%
1996	23	1.16%	0.25%
1997	22	1.15%	0.25%
1998	22	1.14%	0.25%
1999	21	1.13%	0.24%
2000	21	1.12%	0.24%
2001	22	1.13%	0.24%
2002	23	1.14%	0.24%
2003	24	1.15%	0.25%
2004	25	1.16%	0.25%
2005	25	1.17%	0.25%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.21 SEYCHELLES

Pre-School and Infant Toys (million US \$): Seychelles 1995 - 2005

Year	Seychelles	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.22 SINGAPORE

Pre-School and Infant Toys (million US \$): Singapore 1995 - 2005

Year	Singapore	% of Region	% of Globe
1995	19	0.98%	0.22%
1996	19	0.96%	0.21%
1997	18	0.94%	0.20%
1998	17	0.92%	0.20%
1999	17	0.90%	0.19%
2000	17	0.88%	0.19%
2001	17	0.89%	0.19%
2002	18	0.92%	0.19%
2003	19	0.94%	0.20%
2004	20	0.96%	0.20%
2005	21	0.98%	0.21%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.23 SOUTH KOREA

Pre-School and Infant Toys (million US \$): South Korea 1995 - 2005

Year	South Korea	% of Region	% of Globe
1995	124	6.40%	1.43%
1996	121	6.24%	1.38%
1997	117	6.07%	1.33%
1998	112	5.92%	1.29%
1999	109	5.76%	1.25%
2000	107	5.64%	1.21%
2001	112	5.76%	1.24%
2002	118	5.91%	1.27%
2003	124	6.07%	1.31%
2004	131	6.22%	1.35%
2005	138	6.39%	1.39%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.24 SRI LANKA

Pre-School and Infant Toys (million US \$): Sri Lanka 1995 - 2005

Year	Sri Lanka	% of Region	% of Globe
1995	3	0.17%	0.00%
1996	3	0.17%	0.00%
1997	3	0.17%	0.00%
1998	3	0.17%	0.00%
1999	3	0.17%	0.00%
2000	3	0.17%	0.00%
2001	3	0.17%	0.00%
2002	3	0.17%	0.00%
2003	4	0.17%	0.00%
2004	4	0.17%	0.00%
2005	4	0.17%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.25 TAIWAN

Pre-School and Infant Toys (million US \$): Taiwan 1995 - 2005

Year	Taiwan	% of Region	% of Globe
1995	82	4.24%	0.94%
1996	81	4.18%	0.92%
1997	80	4.12%	0.90%
1998	77	4.07%	0.89%
1999	76	4.01%	0.87%
2000	75	3.97%	0.85%
2001	78	4.01%	0.86%
2002	81	4.07%	0.87%
2003	84	4.12%	0.89%
2004	88	4.18%	0.90%
2005	92	4.23%	0.92%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.26 THAILAND

Pre-School and Infant Toys (million US \$): Thailand 1995 - 2005

Year	Thailand	% of Region	% of Globe
1995	46	2.39%	0.53%
1996	45	2.34%	0.51%
1997	44	2.29%	0.50%
1998	43	2.24%	0.49%
1999	41	2.19%	0.47%
2000	41	2.15%	0.46%
2001	42	2.19%	0.47%
2002	45	2.24%	0.48%
2003	47	2.28%	0.49%
2004	49	2.33%	0.50%
2005	52	2.38%	0.52%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

3.27 VIETNAM

Pre-School and Infant Toys (million US \$): Vietnam 1995 - 2005

Year	Vietnam	% of Region	% of Globe
1995	8	0.40%	0.00%
1996	8	0.39%	0.08%
1997	7	0.38%	0.00%
1998	7	0.37%	0.00%
1999	7	0.36%	0.00%
2000	7	0.35%	0.00%
2001	7	0.36%	0.00%
2002	7	0.37%	0.08%
2003	8	0.38%	0.00%
2004	8	0.39%	0.00%
2005	9	0.40%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4 EUROPE: PRE-SCHOOL AND INFANT TOYS

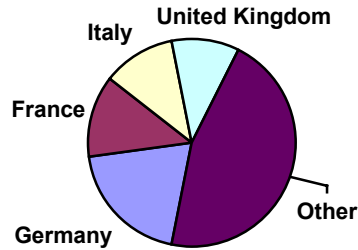
4.1 EXECUTIVE SUMMARY

Market Potential for Pre-School and Infant Toys in Europe (million US \$): 2000

Country	Latent Demand million US \$	% of Europe
Germany	630	19.60%
France	413	12.85%
Italy	367	11.42%
United Kingdom	339	10.54%
Russia	300	9.35%
Spain	181	5.64%
Netherlands	100	3.10%
Ukraine	85	2.64%
Switzerland	85	2.63%
Sweden	77	2.40%
Belgium	68	2.10%
Norway	67	2.08%
Poland	59	1.83%
Austria	56	1.75%
Finland	47	1.44%
Denmark	44	1.36%
Portugal	30	0.94%
Greece	30	0.92%
Romania	27	0.85%
Czech Republic	26	0.81%
Kazakhstan	23	0.70%
Belarus	21	0.65%
Hungary	19	0.58%
Ireland	15	0.46%
Slovakia	11	0.35%
Other	91	3.01%
Total	3,210	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Market Potential for Pre-School and Infant Toys in Europe (million US \$): 2000



The Market for Pre-School and Infant Toys in Europe: 1995 - 2005

Year	million US \$	% of Globe
1995	3,218.51	37.32
1996	3,247.68	37.08
1997	3,245.05	36.92
1998	3,199.91	36.88
1999	3,197.23	36.71
2000	3,211.97	36.54
2001	3,279.51	36.48
2002	3,357.61	36.44
2003	3,437.85	36.40
2004	3,520.29	36.35
2005	3,604.98	36.31

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.2 ALBANIA

Pre-School and Infant Toys (million US \$): Albania 1995 - 2005

Year	Albania	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.05%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.01%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.01%
2003	2	0.00%	0.00%
2004	2	0.00%	0.01%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.3 ANDORRA

Pre-School and Infant Toys (million US \$): Andorra 1995 - 2005

Year	Andorra	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.4 AUSTRIA

Pre-School and Infant Toys (million US \$): Austria 1995 - 2005

Year	Austria	% of Region	% of Globe
1995	57	1.76%	0.65%
1996	57	1.76%	0.65%
1997	57	1.75%	0.64%
1998	56	1.75%	0.64%
1999	56	1.75%	0.64%
2000	56	1.75%	0.64%
2001	58	1.75%	0.64%
2002	59	1.75%	0.64%
2003	60	1.75%	0.64%
2004	62	1.76%	0.64%
2005	64	1.76%	0.64%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.5 BELARUS

Pre-School and Infant Toys (million US \$): Belarus 1995 - 2005

Year	Belarus	% of Region	% of Globe
1995	19	0.57%	0.21%
1996	19	0.59%	0.21%
1997	20	0.60%	0.22%
1998	20	0.62%	0.23%
1999	21	0.64%	0.23%
2000	21	0.65%	0.24%
2001	21	0.64%	0.23%
2002	21	0.62%	0.22%
2003	21	0.61%	0.22%
2004	21	0.59%	0.21%
2005	21	0.57%	0.20%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.6 BELGIUM

Pre-School and Infant Toys (million US \$): Belgium 1995 - 2005

Year	Belgium	% of Region	% of Globe
1995	68	2.10%	0.78%
1996	68	2.10%	0.78%
1997	68	2.10%	0.77%
1998	67	2.10%	0.77%
1999	67	2.10%	0.77%
2000	68	2.10%	0.76%
2001	69	2.10%	0.76%
2002	71	2.10%	0.76%
2003	72	2.10%	0.76%
2004	74	2.10%	0.76%
2005	76	2.10%	0.76%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.7 BOSNIA AND HERZEGOVINA

Pre-School and Infant Toys (million US \$): Bosnia and Herzegovina 1995 - 2005

Year	Bosnia and Herzegovina	% of Region	% of Globe
1995	4	0.12%	0.00%
1996	4	0.12%	0.00%
1997	4	0.13%	0.00%
1998	4	0.13%	0.00%
1999	4	0.13%	0.00%
2000	4	0.13%	0.00%
2001	4	0.13%	0.00%
2002	4	0.13%	0.00%
2003	5	0.13%	0.00%
2004	5	0.12%	0.00%
2005	5	0.12%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.8 BULGARIA

Pre-School and Infant Toys (million US \$): Bulgaria 1995 - 2005

Year	Bulgaria	% of Region	% of Globe
1995	11	0.35%	0.13%
1996	12	0.35%	0.13%
1997	11	0.35%	0.13%
1998	11	0.35%	0.13%
1999	11	0.35%	0.12%
2000	11	0.35%	0.12%
2001	12	0.35%	0.12%
2002	12	0.35%	0.12%
2003	12	0.35%	0.12%
2004	12	0.35%	0.12%
2005	13	0.35%	0.12%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.9 CROATIA

Pre-School and Infant Toys (million US \$): Croatia 1995 - 2005

Year	Croatia	% of Region	% of Globe
1995	10	0.32%	0.12%
1996	11	0.32%	0.12%
1997	11	0.32%	0.12%
1998	11	0.32%	0.12%
1999	11	0.33%	0.12%
2000	11	0.33%	0.12%
2001	11	0.33%	0.12%
2002	11	0.32%	0.11%
2003	11	0.32%	0.11%
2004	12	0.32%	0.11%
2005	12	0.32%	0.11%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.10 CYPRUS

Pre-School and Infant Toys (million US \$): Cyprus 1995 - 2005

Year	Cyprus	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.00%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	3	0.00%	0.00%
2005	3	0.00%	0.02%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.11 CZECH REPUBLIC

Pre-School and Infant Toys (million US \$): Czech Republic 1995 - 2005

Year	Czech Republic	% of Region	% of Globe
1995	28	0.86%	0.32%
1996	28	0.85%	0.31%
1997	27	0.84%	0.31%
1998	27	0.83%	0.30%
1999	26	0.82%	0.30%
2000	26	0.81%	0.29%
2001	27	0.82%	0.29%
2002	28	0.83%	0.30%
2003	29	0.84%	0.30%
2004	30	0.85%	0.31%
2005	31	0.86%	0.31%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.12 DENMARK

Pre-School and Infant Toys (million US \$): Denmark 1995 - 2005

Year	Denmark	% of Region	% of Globe
1995	45	1.39%	0.51%
1996	45	1.38%	0.51%
1997	45	1.38%	0.50%
1998	44	1.37%	0.50%
1999	44	1.36%	0.50%
2000	44	1.36%	0.49%
2001	45	1.36%	0.49%
2002	46	1.37%	0.50%
2003	47	1.38%	0.50%
2004	49	1.38%	0.50%
2005	50	1.39%	0.50%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.13 ESTONIA

Pre-School and Infant Toys (million US \$): Estonia 1995 - 2005

Year	Estonia	% of Region	% of Globe
1995	4	0.11%	0.00%
1996	4	0.11%	0.00%
1997	4	0.10%	0.00%
1998	3	0.10%	0.00%
1999	3	0.10%	0.00%
2000	3	0.10%	0.00%
2001	3	0.10%	0.00%
2002	4	0.10%	0.03%
2003	4	0.10%	0.00%
2004	4	0.11%	0.00%
2005	4	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.14 FINLAND

Pre-School and Infant Toys (million US \$): Finland 1995 - 2005

Year	Finland	% of Region	% of Globe
1995	50	1.54%	0.57%
1996	50	1.52%	0.56%
1997	49	1.50%	0.55%
1998	48	1.48%	0.54%
1999	47	1.46%	0.53%
2000	47	1.44%	0.52%
2001	48	1.46%	0.53%
2002	50	1.48%	0.54%
2003	52	1.50%	0.54%
2004	54	1.52%	0.55%
2005	56	1.54%	0.56%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.15 FRANCE

Pre-School and Infant Toys (million US \$): France 1995 - 2005

Year	France	% of Region	% of Globe
1995	416	12.92%	4.82%
1996	419	12.91%	4.78%
1997	419	12.89%	4.76%
1998	412	12.88%	4.75%
1999	411	12.86%	4.72%
2000	413	12.85%	4.69%
2001	422	12.86%	4.69%
2002	433	12.88%	4.69%
2003	443	12.89%	4.69%
2004	454	12.91%	4.69%
2005	466	12.92%	4.69%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.16 GEORGIA

Pre-School and Infant Toys (million US \$): Georgia 1995 - 2005

Year	Georgia	% of Region	% of Globe
1995	7	0.23%	0.00%
1996	8	0.23%	0.00%
1997	8	0.24%	0.09%
1998	8	0.25%	0.00%
1999	8	0.25%	0.00%
2000	9	0.26%	0.09%
2001	9	0.25%	0.00%
2002	8	0.25%	0.00%
2003	8	0.24%	0.00%
2004	8	0.23%	0.00%
2005	8	0.23%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.17 GERMANY

Pre-School and Infant Toys (million US \$): Germany 1995 - 2005

Year	Germany	% of Region	% of Globe
1995	625	19.42%	7.24%
1996	632	19.46%	7.21%
1997	633	19.50%	7.19%
1998	625	19.53%	7.20%
1999	626	19.57%	7.18%
2000	630	19.60%	7.16%
2001	642	19.57%	7.14%
2002	656	19.53%	7.12%
2003	670	19.50%	7.09%
2004	685	19.46%	7.07%
2005	700	19.42%	7.05%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.18 GREECE

Pre-School and Infant Toys (million US \$): Greece 1995 - 2005

Year	Greece	% of Region	% of Globe
1995	29	0.91%	0.34%
1996	30	0.91%	0.34%
1997	30	0.92%	0.34%
1998	30	0.92%	0.34%
1999	30	0.92%	0.33%
2000	30	0.92%	0.33%
2001	30	0.92%	0.33%
2002	31	0.92%	0.33%
2003	32	0.92%	0.33%
2004	32	0.91%	0.33%
2005	33	0.91%	0.33%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.19 HUNGARY

Pre-School and Infant Toys (million US \$): Hungary 1995 - 2005

Year	Hungary	% of Region	% of Globe
1995	22	0.67%	0.25%
1996	21	0.65%	0.24%
1997	21	0.63%	0.23%
1998	20	0.61%	0.22%
1999	19	0.59%	0.21%
2000	19	0.58%	0.21%
2001	20	0.59%	0.21%
2002	21	0.61%	0.22%
2003	22	0.63%	0.22%
2004	23	0.65%	0.23%
2005	24	0.67%	0.24%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.20 ICELAND

Pre-School and Infant Toys (million US \$): Iceland 1995 - 2005

Year	Iceland	% of Region	% of Globe
1995	2	0.07%	0.00%
1996	2	0.00%	0.00%
1997	2	0.00%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.07%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	3	0.00%	0.00%
2005	3	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.21 IRELAND

Pre-School and Infant Toys (million US \$): Ireland 1995 - 2005

Year	Ireland	% of Region	% of Globe
1995	16	0.51%	0.19%
1996	16	0.50%	0.18%
1997	16	0.49%	0.18%
1998	15	0.48%	0.17%
1999	15	0.47%	0.17%
2000	15	0.46%	0.16%
2001	15	0.47%	0.17%
2002	16	0.48%	0.17%
2003	17	0.49%	0.17%
2004	18	0.50%	0.18%
2005	18	0.51%	0.18%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.22 ITALY

Pre-School and Infant Toys (million US \$): Italy 1995 - 2005

Year	Italy	% of Region	% of Globe
1995	376	11.69%	4.36%
1996	378	11.64%	4.31%
1997	376	11.58%	4.27%
1998	369	11.52%	4.25%
1999	367	11.46%	4.20%
2000	367	11.42%	4.17%
2001	376	11.46%	4.18%
2002	387	11.52%	4.19%
2003	398	11.57%	4.21%
2004	410	11.63%	4.23%
2005	421	11.69%	4.24%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.23 KAZAKHSTAN

Pre-School and Infant Toys (million US \$): Kazakhstan 1995 - 2005

Year	Kazakhstan	% of Region	% of Globe
1995	20	0.62%	0.23%
1996	21	0.64%	0.23%
1997	21	0.65%	0.24%
1998	22	0.67%	0.24%
1999	22	0.69%	0.25%
2000	23	0.70%	0.25%
2001	23	0.69%	0.25%
2002	23	0.67%	0.24%
2003	23	0.66%	0.24%
2004	23	0.64%	0.23%
2005	23	0.62%	0.22%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.24 LATVIA

Pre-School and Infant Toys (million US \$): Latvia 1995 - 2005

Year	Latvia	% of Region	% of Globe
1995	6	0.17%	0.00%
1996	6	0.17%	0.00%
1997	6	0.17%	0.06%
1998	6	0.18%	0.00%
1999	6	0.18%	0.00%
2000	6	0.18%	0.00%
2001	6	0.18%	0.00%
2002	6	0.18%	0.00%
2003	6	0.17%	0.00%
2004	6	0.17%	0.00%
2005	6	0.17%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.25 LIECHTENSTEIN

Pre-School and Infant Toys (million US \$): Liechtenstein 1995 - 2005

Year	Liechtenstein	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.26 LITHUANIA

Pre-School and Infant Toys (million US \$): Lithuania 1995 - 2005

Year	Lithuania	% of Region	% of Globe
1995	7	0.22%	0.00%
1996	8	0.23%	0.00%
1997	8	0.23%	0.00%
1998	7	0.23%	0.00%
1999	8	0.23%	0.00%
2000	8	0.23%	0.00%
2001	8	0.23%	0.00%
2002	8	0.23%	0.08%
2003	8	0.23%	0.00%
2004	8	0.23%	0.00%
2005	8	0.23%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.27 LUXEMBOURG

Pre-School and Infant Toys (million US \$): Luxembourg 1995 - 2005

Year	Luxembourg	% of Region	% of Globe
1995	4	0.13%	0.00%
1996	4	0.13%	0.00%
1997	4	0.12%	0.04%
1998	4	0.12%	0.04%
1999	4	0.12%	0.00%
2000	4	0.12%	0.00%
2001	4	0.12%	0.00%
2002	4	0.12%	0.00%
2003	4	0.12%	0.00%
2004	5	0.13%	0.00%
2005	5	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.28 MACEDONIA

Pre-School and Infant Toys (million US \$): Macedonia 1995 - 2005

Year	Macedonia	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.00%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	3	0.00%	0.00%
2003	3	0.00%	0.00%
2004	3	0.00%	0.00%
2005	3	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.29 MALTA

Pre-School and Infant Toys (million US \$): Malta 1995 - 2005

Year	Malta	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.01%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.30 MOLDOVA

Pre-School and Infant Toys (million US \$): Moldova 1995 - 2005

Year	Moldova	% of Region	% of Globe
1995	6	0.17%	0.00%
1996	6	0.17%	0.00%
1997	6	0.18%	0.00%
1998	6	0.18%	0.00%
1999	6	0.18%	0.00%
2000	6	0.18%	0.00%
2001	6	0.18%	0.00%
2002	6	0.18%	0.00%
2003	6	0.18%	0.00%
2004	6	0.17%	0.00%
2005	6	0.17%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.31 MONACO

Pre-School and Infant Toys (million US \$): Monaco 1995 - 2005

Year	Monaco	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.32 NETHERLANDS

Pre-School and Infant Toys (million US \$): Netherlands 1995 - 2005

Year	Netherlands	% of Region	% of Globe
1995	101	3.13%	1.16%
1996	102	3.12%	1.16%
1997	101	3.12%	1.15%
1998	100	3.11%	1.15%
1999	100	3.11%	1.14%
2000	100	3.10%	1.13%
2001	102	3.11%	1.13%
2002	105	3.11%	1.13%
2003	107	3.12%	1.13%
2004	110	3.12%	1.13%
2005	113	3.13%	1.13%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.33 NORWAY

Pre-School and Infant Toys (million US \$): Norway 1995 - 2005

Year	Norway	% of Region	% of Globe
1995	71	2.19%	0.82%
1996	71	2.17%	0.80%
1997	70	2.14%	0.79%
1998	68	2.12%	0.78%
1999	67	2.09%	0.77%
2000	67	2.08%	0.76%
2001	69	2.09%	0.76%
2002	71	2.12%	0.77%
2003	74	2.14%	0.78%
2004	76	2.17%	0.78%
2005	79	2.19%	0.79%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.34 POLAND

Pre-School and Infant Toys (million US \$): Poland 1995 - 2005

Year	Poland	% of Region	% of Globe
1995	65	2.00%	0.74%
1996	64	1.96%	0.72%
1997	63	1.93%	0.71%
1998	61	1.89%	0.69%
1999	59	1.85%	0.68%
2000	59	1.83%	0.66%
2001	61	1.85%	0.67%
2002	64	1.89%	0.68%
2003	66	1.92%	0.70%
2004	69	1.96%	0.71%
2005	72	2.00%	0.72%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.35 PORTUGAL

Pre-School and Infant Toys (million US \$): Portugal 1995 - 2005

Year	Portugal	% of Region	% of Globe
1995	31	0.96%	0.35%
1996	31	0.95%	0.35%
1997	31	0.95%	0.35%
1998	31	0.95%	0.35%
1999	30	0.95%	0.34%
2000	30	0.94%	0.34%
2001	31	0.95%	0.34%
2002	32	0.95%	0.34%
2003	33	0.95%	0.34%
2004	34	0.95%	0.34%
2005	35	0.96%	0.34%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.36 ROMANIA

Pre-School and Infant Toys (million US \$): Romania 1995 - 2005

Year	Romania	% of Region	% of Globe
1995	29	0.91%	0.34%
1996	29	0.90%	0.33%
1997	29	0.88%	0.32%
1998	28	0.87%	0.32%
1999	28	0.86%	0.31%
2000	27	0.85%	0.31%
2001	28	0.86%	0.31%
2002	29	0.87%	0.31%
2003	31	0.88%	0.32%
2004	32	0.90%	0.32%
2005	33	0.91%	0.33%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.37 RUSSIA

Pre-School and Infant Toys (million US \$): Russia 1995 - 2005

Year	Russia	% of Region	% of Globe
1995	277	8.59%	3.20%
1996	284	8.75%	3.24%
1997	289	8.91%	3.28%
1998	290	9.06%	3.34%
1999	295	9.22%	3.38%
2000	300	9.35%	3.41%
2001	303	9.23%	3.36%
2002	305	9.07%	3.30%
2003	307	8.91%	3.24%
2004	309	8.76%	3.18%
2005	311	8.61%	3.12%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.38 SERBIA AND MONTENEGRO

Pre-School and Infant Toys (million US \$): Serbia and Montenegro 1995 - 2005

Year	Serbia and Montenegro	% of Region	% of Globe
1995	11	0.35%	0.13%
1996	11	0.35%	0.13%
1997	11	0.34%	0.12%
1998	11	0.34%	0.12%
1999	11	0.34%	0.12%
2000	11	0.34%	0.12%
2001	11	0.34%	0.12%
2002	12	0.34%	0.12%
2003	12	0.34%	0.12%
2004	12	0.35%	0.12%
2005	13	0.35%	0.12%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.39 SLOVAKIA

Pre-School and Infant Toys (million US \$): Slovakia 1995 - 2005

Year	Slovakia	% of Region	% of Globe
1995	12	0.38%	0.14%
1996	12	0.38%	0.14%
1997	12	0.37%	0.13%
1998	12	0.36%	0.13%
1999	12	0.36%	0.13%
2000	11	0.35%	0.13%
2001	12	0.36%	0.13%
2002	12	0.36%	0.13%
2003	13	0.37%	0.13%
2004	13	0.37%	0.13%
2005	14	0.38%	0.14%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.40 SLOVENIA

Pre-School and Infant Toys (million US \$): Slovenia 1995 - 2005

Year	Slovenia	% of Region	% of Globe
1995	9	0.27%	0.10%
1996	9	0.27%	0.10%
1997	9	0.26%	0.00%
1998	9	0.26%	0.00%
1999	8	0.26%	0.00%
2000	8	0.26%	0.09%
2001	9	0.26%	0.00%
2002	9	0.26%	0.00%
2003	9	0.26%	0.00%
2004	10	0.27%	0.00%
2005	10	0.27%	0.10%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.41 SPAIN

Pre-School and Infant Toys (million US \$): Spain 1995 - 2005

Year	Spain	% of Region	% of Globe
1995	185	5.75%	2.14%
1996	186	5.73%	2.12%
1997	185	5.70%	2.10%
1998	182	5.68%	2.09%
1999	181	5.66%	2.07%
2000	181	5.64%	2.06%
2001	186	5.66%	2.06%
2002	191	5.68%	2.07%
2003	196	5.70%	2.07%
2004	202	5.72%	2.08%
2005	207	5.75%	2.08%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.42 SWEDEN

Pre-School and Infant Toys (million US \$): Sweden 1995 - 2005

Year	Sweden	% of Region	% of Globe
1995	80	2.47%	0.92%
1996	80	2.46%	0.91%
1997	79	2.44%	0.90%
1998	78	2.43%	0.89%
1999	77	2.41%	0.88%
2000	77	2.40%	0.87%
2001	79	2.41%	0.88%
2002	82	2.43%	0.88%
2003	84	2.44%	0.89%
2004	87	2.46%	0.89%
2005	89	2.47%	0.89%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.43 SWITZERLAND

Pre-School and Infant Toys (million US \$): Switzerland 1995 - 2005

Year	Switzerland	% of Region	% of Globe
1995	83	2.57%	0.95%
1996	84	2.58%	0.95%
1997	84	2.59%	0.95%
1998	84	2.61%	0.96%
1999	84	2.62%	0.96%
2000	85	2.63%	0.96%
2001	86	2.62%	0.95%
2002	88	2.61%	0.95%
2003	89	2.59%	0.94%
2004	91	2.58%	0.94%
2005	93	2.57%	0.93%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.44 UKRAINE

Pre-School and Infant Toys (million US \$): Ukraine 1995 - 2005			
Year	Ukraine	% of Region	% of Globe
1995	78	2.43%	0.90%
1996	80	2.47%	0.91%
1997	82	2.51%	0.93%
1998	82	2.56%	0.94%
1999	83	2.61%	0.95%
2000	85	2.64%	0.96%
2001	86	2.61%	0.95%
2002	86	2.56%	0.93%
2003	87	2.52%	0.91%
2004	87	2.47%	0.90%
2005	88	2.43%	0.88%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

4.45 UNITED KINGDOM

Pre-School and Infant Toys (million US \$): United Kingdom 1995 - 2005			
Year	United Kingdom	% of Region	% of Globe
1995	343	10.66%	3.98%
1996	346	10.64%	3.94%
1997	345	10.61%	3.92%
1998	339	10.59%	3.90%
1999	338	10.56%	3.87%
2000	339	10.54%	3.85%
2001	346	10.56%	3.85%
2002	356	10.58%	3.85%
2003	365	10.61%	3.86%
2004	375	10.64%	3.86%
2005	385	10.66%	3.87%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5 LATIN AMERICA: PRE-SCHOOL AND INFANT TOYS

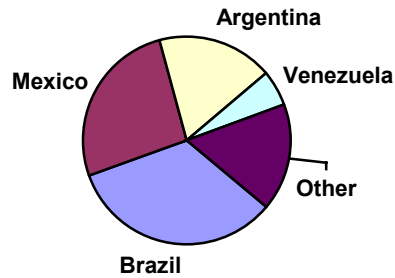
5.1 EXECUTIVE SUMMARY

**Market Potential for Pre-School and Infant Toys in Latin America (million US \$):
2000**

Country	Latent Demand million US \$	% of Latin America
Brazil	157	33.43%
Mexico	124	26.43%
Argentina	84	17.78%
Venezuela	27	5.79%
Colombia	19	4.05%
Chile	13	2.80%
Peru	12	2.65%
Guatemala	5	1.10%
Ecuador	5	0.98%
Panama	4	0.89%
Uruguay	4	0.85%
Paraguay	3	0.60%
El Salvador	3	0.53%
Costa Rica	3	0.53%
Bolivia	2	0.50%
Honduras	2	0.49%
Nicaragua	1	0.27%
Suriname	1	0.12%
Belize	0	0.00%
Guyana	0	0.00%
Total	470	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

**Market Potential for Pre-School and Infant Toys in Latin America (million US \$):
2000**



The Market for Pre-School and Infant Toys in Latin America: 1995 - 2005

Year	million US \$	% of Globe
1995	464.10	5.38
1996	469.63	5.36
1997	470.65	5.35
1998	465.55	5.37
1999	466.72	5.36
2000	470.10	5.35
2001	478.76	5.33
2002	488.56	5.30
2003	498.69	5.28
2004	509.16	5.26
2005	519.97	5.24

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.2 ARGENTINA

Pre-School and Infant Toys (million US \$): Argentina 1995 - 2005

Year	Argentina	% of Region	% of Globe
1995	77	16.54%	0.89%
1996	79	16.80%	0.90%
1997	80	17.06%	0.91%
1998	81	17.32%	0.92%
1999	82	17.59%	0.94%
2000	84	17.78%	0.95%
2001	84	17.59%	0.93%
2002	85	17.33%	0.91%
2003	85	17.08%	0.90%
2004	86	16.82%	0.88%
2005	86	16.56%	0.86%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.3 BELIZE

Pre-School and Infant Toys (million US \$): Belize 1995 - 2005

Year	Belize	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.03%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.4 BOLIVIA

Pre-School and Infant Toys (million US \$): Bolivia 1995 - 2005

Year	Bolivia	% of Region	% of Globe
1995	2	0.52%	0.00%
1996	2	0.52%	0.00%
1997	2	0.51%	0.00%
1998	2	0.51%	0.00%
1999	2	0.50%	0.00%
2000	2	0.50%	0.00%
2001	2	0.50%	0.00%
2002	2	0.51%	0.00%
2003	3	0.51%	0.00%
2004	3	0.52%	0.02%
2005	3	0.52%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.5 BRAZIL

Pre-School and Infant Toys (million US \$): Brazil 1995 - 2005

Year	Brazil	% of Region	% of Globe
1995	165	35.59%	1.91%
1996	165	35.14%	1.88%
1997	163	34.69%	1.85%
1998	159	34.24%	1.83%
1999	158	33.78%	1.81%
2000	157	33.43%	1.78%
2001	162	33.77%	1.79%
2002	167	34.22%	1.81%
2003	173	34.66%	1.83%
2004	179	35.10%	1.84%
2005	185	35.54%	1.86%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.6 CHILE

Pre-School and Infant Toys (million US \$): Chile 1995 - 2005

Year	Chile	% of Region	% of Globe
1995	15	3.21%	0.17%
1996	15	3.12%	0.16%
1997	14	3.03%	0.16%
1998	14	2.95%	0.15%
1999	13	2.86%	0.15%
2000	13	2.80%	0.15%
2001	14	2.86%	0.15%
2002	14	2.94%	0.15%
2003	15	3.03%	0.16%
2004	16	3.11%	0.16%
2005	17	3.20%	0.16%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.7 COLOMBIA

Pre-School and Infant Toys (million US \$): Colombia 1995 - 2005

Year	Colombia	% of Region	% of Globe
1995	21	4.42%	0.23%
1996	20	4.34%	0.23%
1997	20	4.26%	0.22%
1998	20	4.19%	0.22%
1999	19	4.11%	0.22%
2000	19	4.05%	0.21%
2001	20	4.11%	0.21%
2002	20	4.18%	0.22%
2003	21	4.26%	0.22%
2004	22	4.33%	0.22%
2005	23	4.41%	0.23%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.8 COSTA RICA

Pre-School and Infant Toys (million US \$): Costa Rica 1995 - 2005

Year	Costa Rica	% of Region	% of Globe
1995	3	0.54%	0.02%
1996	3	0.54%	0.00%
1997	3	0.54%	0.00%
1998	3	0.54%	0.02%
1999	3	0.53%	0.00%
2000	3	0.53%	0.00%
2001	3	0.53%	0.00%
2002	3	0.54%	0.00%
2003	3	0.54%	0.02%
2004	3	0.54%	0.00%
2005	3	0.54%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.9 ECUADOR

Pre-School and Infant Toys (million US \$): Ecuador 1995 - 2005

Year	Ecuador	% of Region	% of Globe
1995	5	1.00%	0.05%
1996	5	0.99%	0.00%
1997	5	0.99%	0.00%
1998	5	0.98%	0.00%
1999	5	0.98%	0.00%
2000	5	0.98%	0.00%
2001	5	0.98%	0.00%
2002	5	0.98%	0.00%
2003	5	0.99%	0.00%
2004	5	0.99%	0.00%
2005	5	0.99%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.10 EL SALVADOR

Pre-School and Infant Toys (million US \$): El Salvador 1995 - 2005

Year	El Salvador	% of Region	% of Globe
1995	3	0.59%	0.00%
1996	3	0.58%	0.00%
1997	3	0.57%	0.00%
1998	3	0.55%	0.00%
1999	3	0.54%	0.00%
2000	3	0.53%	0.00%
2001	3	0.54%	0.00%
2002	3	0.55%	0.00%
2003	3	0.57%	0.00%
2004	3	0.58%	0.03%
2005	3	0.59%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.11 GUATEMALA

Pre-School and Infant Toys (million US \$): Guatemala 1995 - 2005

Year	Guatemala	% of Region	% of Globe
1995	6	1.19%	0.00%
1996	6	1.17%	0.00%
1997	5	1.15%	0.00%
1998	5	1.13%	0.00%
1999	5	1.12%	0.00%
2000	5	1.10%	0.00%
2001	5	1.12%	0.00%
2002	6	1.13%	0.00%
2003	6	1.15%	0.00%
2004	6	1.17%	0.00%
2005	6	1.19%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.12 GUYANA

Pre-School and Infant Toys (million US \$): Guyana 1995 - 2005

Year	Guyana	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.13 HONDURAS

Pre-School and Infant Toys (million US \$): Honduras 1995 - 2005

Year	Honduras	% of Region	% of Globe
1995	2	0.52%	0.00%
1996	2	0.51%	0.00%
1997	2	0.50%	0.00%
1998	2	0.50%	0.00%
1999	2	0.49%	0.00%
2000	2	0.49%	0.00%
2001	2	0.49%	0.00%
2002	2	0.50%	0.00%
2003	3	0.50%	0.00%
2004	3	0.51%	0.00%
2005	3	0.52%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.14 MEXICO

Pre-School and Infant Toys (million US \$): Mexico 1995 - 2005

Year	Mexico	% of Region	% of Globe
1995	112	24.09%	1.29%
1996	115	24.58%	1.31%
1997	118	25.07%	1.34%
1998	119	25.55%	1.37%
1999	122	26.05%	1.39%
2000	124	26.43%	1.41%
2001	125	26.06%	1.38%
2002	125	25.58%	1.35%
2003	125	25.09%	1.32%
2004	125	24.61%	1.29%
2005	126	24.14%	1.26%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.15 NICARAGUA

Pre-School and Infant Toys (million US \$): Nicaragua 1995 - 2005

Year	Nicaragua	% of Region	% of Globe
1995	1	0.28%	0.00%
1996	1	0.28%	0.00%
1997	1	0.28%	0.00%
1998	1	0.27%	0.01%
1999	1	0.27%	0.00%
2000	1	0.27%	0.00%
2001	1	0.27%	0.00%
2002	1	0.27%	0.00%
2003	1	0.28%	0.00%
2004	1	0.28%	0.01%
2005	1	0.28%	0.01%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.16 PANAMA

Pre-School and Infant Toys (million US \$): Panama 1995 - 2005

Year	Panama	% of Region	% of Globe
1995	4	0.92%	0.00%
1996	4	0.91%	0.00%
1997	4	0.91%	0.00%
1998	4	0.90%	0.00%
1999	4	0.90%	0.00%
2000	4	0.89%	0.00%
2001	4	0.90%	0.00%
2002	4	0.90%	0.00%
2003	5	0.91%	0.00%
2004	5	0.91%	0.00%
2005	5	0.92%	0.04%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.17 PARAGUAY

Pre-School and Infant Toys (million US \$): Paraguay 1995 - 2005

Year	Paraguay	% of Region	% of Globe
1995	3	0.64%	0.00%
1996	3	0.63%	0.03%
1997	3	0.63%	0.00%
1998	3	0.62%	0.00%
1999	3	0.61%	0.00%
2000	3	0.60%	0.00%
2001	3	0.61%	0.00%
2002	3	0.62%	0.00%
2003	3	0.63%	0.03%
2004	3	0.63%	0.00%
2005	3	0.64%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.18 PERU

Pre-School and Infant Toys (million US \$): Peru 1995 - 2005

Year	Peru	% of Region	% of Globe
1995	14	2.96%	0.15%
1996	14	2.89%	0.15%
1997	13	2.83%	0.15%
1998	13	2.76%	0.14%
1999	13	2.70%	0.14%
2000	12	2.65%	0.14%
2001	13	2.70%	0.14%
2002	14	2.76%	0.14%
2003	14	2.82%	0.14%
2004	15	2.89%	0.15%
2005	15	2.95%	0.15%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.19 SURINAME

Pre-School and Infant Toys (million US \$): Suriname 1995 - 2005

Year	Suriname	% of Region	% of Globe
1995	1	0.12%	0.00%
1996	1	0.12%	0.00%
1997	1	0.12%	0.00%
1998	1	0.12%	0.00%
1999	1	0.12%	0.00%
2000	1	0.12%	0.00%
2001	1	0.12%	0.00%
2002	1	0.12%	0.00%
2003	1	0.12%	0.00%
2004	1	0.12%	0.00%
2005	1	0.12%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.20 URUGUAY

Pre-School and Infant Toys (million US \$): Uruguay 1995 - 2005

Year	Uruguay	% of Region	% of Globe
1995	4	0.80%	0.00%
1996	4	0.81%	0.04%
1997	4	0.82%	0.00%
1998	4	0.83%	0.00%
1999	4	0.84%	0.00%
2000	4	0.85%	0.04%
2001	4	0.84%	0.00%
2002	4	0.83%	0.00%
2003	4	0.82%	0.00%
2004	4	0.81%	0.00%
2005	4	0.80%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

5.21 VENEZUELA

Pre-School and Infant Toys (million US \$): Venezuela 1995 - 2005

Year	Venezuela	% of Region	% of Globe
1995	27	5.88%	0.31%
1996	28	5.87%	0.31%
1997	28	5.85%	0.31%
1998	27	5.83%	0.31%
1999	27	5.81%	0.31%
2000	27	5.79%	0.31%
2001	28	5.81%	0.30%
2002	28	5.83%	0.30%
2003	29	5.85%	0.30%
2004	30	5.86%	0.30%
2005	31	5.88%	0.30%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6 NORTH AMERICA & THE CARIBBEAN: PRE-SCHOOL AND INFANT TOYS

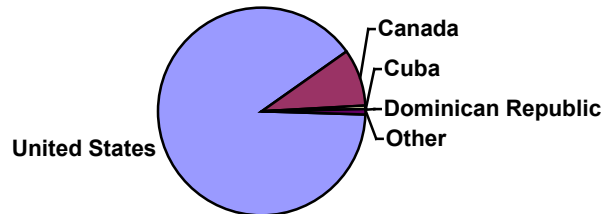
6.1 EXECUTIVE SUMMARY

Market Potential for Pre-School and Infant Toys in North America & the Caribbean (million US \$): 2000

Country	Latent Demand million US \$	% of North America & the Caribbean
United States	2,177	89.71%
Canada	218	8.97%
Cuba	10	0.39%
Dominican Republic	3	0.13%
Trinidad and Tobago	2	0.00%
Jamaica	1	0.00%
Bahamas	1	0.00%
Haiti	1	0.00%
Martinique	1	0.00%
Barbados	1	0.00%
Netherlands Antilles	1	0.00%
Bermuda	1	0.00%
St. Lucia	0	0.00%
Antigua and Barbuda	0	0.00%
Grenada	0	0.00%
St. Vincent and the Grenadines	0	0.00%
St. Kitts and Nevis	0	0.00%
Dominica	0	0.00%
Total	2,416	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Market Potential for Pre-School and Infant Toys in North America & the Caribbean (million US \$): 2000



The Market for Pre-School and Infant Toys in North America & the Caribbean: 1995 - 2005

Year	million US \$	% of Globe
1995	2,218.33	25.72
1996	2,302.30	26.29
1997	2,344.75	26.68
1998	2,328.21	26.83
1999	2,370.72	27.22
2000	2,426.91	27.61
2001	2,488.67	27.68
2002	2,552.70	27.70
2003	2,618.39	27.72
2004	2,685.77	27.74
2005	2,754.89	27.75

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.2 ANTIGUA AND BARBUDA

Pre-School and Infant Toys (million US \$): Antigua and Barbuda 1995 - 2005

Year	Antigua and Barbuda	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.3 BAHAMAS

Pre-School and Infant Toys (million US \$): Bahamas 1995 - 2005

Year	Bahamas	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.04%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.4 BARBADOS

Pre-School and Infant Toys (million US \$): Barbados 1995 - 2005

Year	Barbados	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.02%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.02%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.5 BERMUDA

Pre-School and Infant Toys (million US \$): Bermuda 1995 - 2005

Year	Bermuda	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.02%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.6 CANADA

Pre-School and Infant Toys (million US \$): Canada 1995 - 2005

Year	Canada	% of Region	% of Globe
1995	218	9.81%	2.52%
1996	220	9.54%	2.50%
1997	220	9.37%	2.50%
1998	217	9.31%	2.49%
1999	217	9.13%	2.48%
2000	218	8.97%	2.47%
2001	222	8.93%	2.47%
2002	227	8.91%	2.46%
2003	233	8.89%	2.46%
2004	238	8.87%	2.46%
2005	244	8.85%	2.45%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.7 CUBA

Pre-School and Infant Toys (million US \$): Cuba 1995 - 2005

Year	Cuba	% of Region	% of Globe
1995	10	0.43%	0.11%
1996	10	0.42%	0.11%
1997	10	0.41%	0.11%
1998	10	0.40%	0.10%
1999	10	0.40%	0.10%
2000	10	0.39%	0.10%
2001	10	0.39%	0.10%
2002	10	0.39%	0.10%
2003	10	0.39%	0.10%
2004	11	0.39%	0.10%
2005	11	0.39%	0.10%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.8 DOMINICA

Pre-School and Infant Toys (million US \$): Dominica 1995 - 2005

Year	Dominica	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.9 DOMINICAN REPUBLIC

Pre-School and Infant Toys (million US \$): Dominican Republic 1995 - 2005

Year	Dominican Republic	% of Region	% of Globe
1995	3	0.14%	0.00%
1996	3	0.14%	0.00%
1997	3	0.13%	0.00%
1998	3	0.13%	0.00%
1999	3	0.13%	0.00%
2000	3	0.13%	0.00%
2001	3	0.13%	0.00%
2002	3	0.13%	0.00%
2003	3	0.13%	0.00%
2004	4	0.13%	0.00%
2005	4	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.10 GRENADA

Pre-School and Infant Toys (million US \$): Grenada 1995 - 2005

Year	Grenada	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.11 HAITI

Pre-School and Infant Toys (million US \$): Haiti 1995 - 2005

Year	Haiti	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.04%	0.00%
1998	1	0.00%	0.00%
1999	1	0.04%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.04%	0.00%
2003	1	0.00%	0.01%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.12 JAMAICA

Pre-School and Infant Toys (million US \$): Jamaica 1995 - 2005

Year	Jamaica	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.01%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.01%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.01%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.13 MARTINIQUE

Pre-School and Infant Toys (million US \$): Martinique 1995 - 2005

Year	Martinique	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.03%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.14 NETHERLANDS ANTILLES

Pre-School and Infant Toys (million US \$): Netherlands Antilles 1995 - 2005

Year	Netherlands Antilles	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.15 ST. KITTS AND NEVIS

Pre-School and Infant Toys (million US \$): St. Kitts and Nevis 1995 - 2005

Year	St. Kitts and Nevis	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.16 ST. LUCIA

Pre-School and Infant Toys (million US \$): St. Lucia 1995 - 2005

Year	St. Lucia	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.17 ST. VINCENT AND THE GRENADINES

Pre-School and Infant Toys (million US \$): St. Vincent and the Grenadines 1995 - 2005

Year	St. Vincent and the Grenadines	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.18 TRINIDAD AND TOBAGO

Pre-School and Infant Toys (million US \$): Trinidad and Tobago 1995 - 2005

Year	Trinidad and Tobago	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.07%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.02%
2004	2	0.00%	0.00%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

6.19 UNITED STATES

Pre-School and Infant Toys (million US \$): United States 1995 - 2005

Year	United States	% of Region	% of Globe
1995	1,968	88.73%	22.82%
1996	2,050	89.04%	23.40%
1997	2,093	89.24%	23.80%
1998	2,080	89.32%	23.96%
1999	2,122	89.52%	24.36%
2000	2,177	89.71%	24.76%
2001	2,234	89.76%	24.84%
2002	2,292	89.78%	24.87%
2003	2,351	89.80%	24.89%
2004	2,412	89.81%	24.91%
2005	2,475	89.83%	24.92%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7 OCEANA: PRE-SCHOOL AND INFANT TOYS

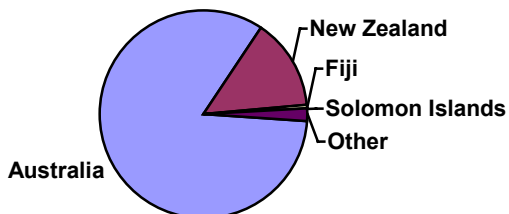
7.1 EXECUTIVE SUMMARY

Market Potential for Pre-School and Infant Toys in Oceania (million US \$): 2000

Country	Latent Demand million US \$	% of Oceania
Australia	110	83.26%
New Zealand	19	14.37%
Fiji	1	0.40%
Solomon Islands	0	0.00%
American Samoa	0	0.00%
Nauru	0	0.00%
Vanuatu	0	0.00%
Tonga	0	0.00%
Micronesia Federation	0	0.00%
Palau	0	0.00%
Marshall Islands	0	0.00%
Kiribati	0	0.00%
Tuvalu	0	0.00%
Total	130	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

Market Potential for Pre-School and Infant Toys in Oceania (million US \$): 2000



The Market for Pre-School and Infant Toys in Oceania: 1995 - 2005

Year	million US \$	% of Globe
1995	136.98	1.59
1996	137.31	1.57
1997	136.29	1.55
1998	133.50	1.54
1999	132.48	1.52
2000	132.40	1.51
2001	135.87	1.51
2002	140.04	1.52
2003	144.33	1.53
2004	148.76	1.54
2005	153.33	1.54

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.2 AMERICAN SAMOA**Pre-School and Infant Toys (million US \$): American Samoa 1995 - 2005**

Year	American Samoa	% of Region	% of Globe
1995	0	0.06%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.06%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.3 AUSTRALIA

Pre-School and Infant Toys (million US \$): Australia 1995 - 2005

Year	Australia	% of Region	% of Globe
1995	113	82.78%	1.31%
1996	114	82.89%	1.29%
1997	113	82.99%	1.28%
1998	111	83.09%	1.27%
1999	110	83.18%	1.26%
2000	110	83.26%	1.25%
2001	113	83.19%	1.25%
2002	116	83.09%	1.26%
2003	120	82.99%	1.26%
2004	123	82.89%	1.27%
2005	127	82.79%	1.27%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.4 FIJI

Pre-School and Infant Toys (million US \$): Fiji 1995 - 2005

Year	Fiji	% of Region	% of Globe
1995	1	0.39%	0.00%
1996	1	0.39%	0.00%
1997	1	0.39%	0.00%
1998	1	0.40%	0.00%
1999	1	0.40%	0.00%
2000	1	0.40%	0.00%
2001	1	0.40%	0.00%
2002	1	0.40%	0.00%
2003	1	0.39%	0.00%
2004	1	0.39%	0.00%
2005	1	0.39%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.5 KIRIBATI

Pre-School and Infant Toys (million US \$): Kiribati 1995 - 2005

Year	Kiribati	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.01%	0.00%
2003	0	0.01%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.6 MARSHALL ISLANDS

Pre-School and Infant Toys (million US \$): Marshall Islands 1995 - 2005

Year	Marshall Islands	% of Region	% of Globe
1995	0	0.01%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.01%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.7 MICRONESIA FEDERATION

Pre-School and Infant Toys (million US \$): Micronesia Federation 1995 - 2005

Year	Micronesia Federation	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.02%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.8 NAURU

Pre-School and Infant Toys (million US \$): Nauru 1995 - 2005

Year	Nauru	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.9 NEW ZEALAND

Pre-School and Infant Toys (million US \$): New Zealand 1995 - 2005

Year	New Zealand	% of Region	% of Globe
1995	21	14.99%	0.23%
1996	20	14.86%	0.23%
1997	20	14.73%	0.22%
1998	19	14.60%	0.22%
1999	19	14.47%	0.22%
2000	19	14.37%	0.21%
2001	20	14.47%	0.21%
2002	20	14.59%	0.22%
2003	21	14.72%	0.22%
2004	22	14.85%	0.22%
2005	23	14.98%	0.23%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.10 PALAU

Pre-School and Infant Toys (million US \$): Palau 1995 - 2005

Year	Palau	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.02%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.11 SOLOMON ISLANDS

Pre-School and Infant Toys (million US \$): Solomon Islands 1995 - 2005

Year	Solomon Islands	% of Region	% of Globe
1995	0	0.09%	0.00%
1996	0	0.00%	0.00%
1997	0	0.08%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.08%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.12 TONGA

Pre-School and Infant Toys (million US \$): Tonga 1995 - 2005

Year	Tonga	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.03%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.13 TUVALU

Pre-School and Infant Toys (million US \$): Tuvalu 1995 - 2005

Year	Tuvalu	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

7.14 VANUATU

Pre-School and Infant Toys (million US \$): Vanuatu 1995 - 2005

Year	Vanuatu	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.05%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.05%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8 THE MIDDLE EAST: PRE-SCHOOL AND INFANT TOYS

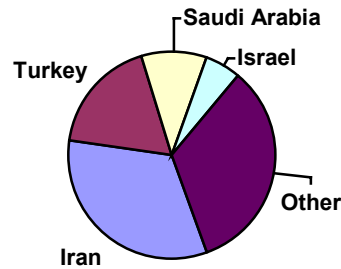
8.1 EXECUTIVE SUMMARY

**Market Potential for Pre-School and Infant Toys in the Middle East (million US \$):
2000**

Country	Latent Demand million US \$	% of the Middle East
Iran	151	32.74%
Turkey	83	18.04%
Saudi Arabia	48	10.39%
Israel	25	5.38%
Uzbekistan	23	5.07%
Pakistan	22	4.70%
Iraq	18	3.82%
United Arab Emirates	14	3.01%
Syrian Arab Republic	13	2.79%
Azerbaijan	10	2.21%
Kuwait	9	2.02%
Armenia	6	1.24%
Oman	6	1.21%
Tajikistan	6	1.19%
Kyrgyzstan	5	1.14%
Turkmenistan	5	1.11%
Yemen	5	0.99%
Qatar	3	0.73%
Jordan	3	0.73%
Lebanon	2	0.50%
Afghanistan	2	0.36%
Bahrain	2	0.35%
Total	461	100.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

**Market Potential for Pre-School and Infant Toys in the Middle East (million US \$):
2000**



The Market for Pre-School and Infant Toys in the Middle East: 1995 - 2005

Year	million US \$	% of Globe
1995	458.23	5.31
1996	463.09	5.29
1997	463.51	5.27
1998	457.92	5.28
1999	458.49	5.26
2000	461.37	5.25
2001	470.30	5.23
2002	480.53	5.22
2003	491.09	5.20
2004	502.02	5.18
2005	513.33	5.17

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.2 AFGHANISTAN

Pre-School and Infant Toys (million US \$): Afghanistan 1995 - 2005

Year	Afghanistan	% of Region	% of Globe
1995	2	0.34%	0.01%
1996	2	0.34%	0.00%
1997	2	0.35%	0.00%
1998	2	0.35%	0.00%
1999	2	0.35%	0.00%
2000	2	0.36%	0.00%
2001	2	0.35%	0.00%
2002	2	0.35%	0.00%
2003	2	0.35%	0.00%
2004	2	0.34%	0.00%
2005	2	0.34%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.3 ARMENIA

Pre-School and Infant Toys (million US \$): Armenia 1995 - 2005

Year	Armenia	% of Region	% of Globe
1995	6	1.34%	0.00%
1996	6	1.32%	0.00%
1997	6	1.30%	0.06%
1998	6	1.28%	0.06%
1999	6	1.26%	0.06%
2000	6	1.24%	0.00%
2001	6	1.26%	0.00%
2002	6	1.28%	0.00%
2003	6	1.30%	0.00%
2004	7	1.32%	0.00%
2005	7	1.34%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.4 AZERBAIJAN

Pre-School and Infant Toys (million US \$): Azerbaijan 1995 - 2005

Year	Azerbaijan	% of Region	% of Globe
1995	8	1.84%	0.00%
1996	9	1.91%	0.10%
1997	9	1.99%	0.10%
1998	9	2.07%	0.10%
1999	10	2.15%	0.11%
2000	10	2.21%	0.11%
2001	10	2.15%	0.11%
2002	10	2.07%	0.10%
2003	10	1.99%	0.10%
2004	10	1.92%	0.00%
2005	10	1.85%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.5 BAHRAIN

Pre-School and Infant Toys (million US \$): Bahrain 1995 - 2005

Year	Bahrain	% of Region	% of Globe
1995	2	0.33%	0.00%
1996	2	0.33%	0.01%
1997	2	0.34%	0.01%
1998	2	0.34%	0.00%
1999	2	0.34%	0.00%
2000	2	0.35%	0.00%
2001	2	0.34%	0.00%
2002	2	0.34%	0.01%
2003	2	0.34%	0.00%
2004	2	0.33%	0.00%
2005	2	0.33%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.6 IRAN

Pre-School and Infant Toys (million US \$): Iran 1995 - 2005

Year	Iran	% of Region	% of Globe
1995	141	30.86%	1.63%
1996	145	31.26%	1.65%
1997	147	31.66%	1.67%
1998	147	32.05%	1.69%
1999	149	32.45%	1.70%
2000	151	32.74%	1.71%
2001	153	32.46%	1.69%
2002	154	32.07%	1.67%
2003	156	31.68%	1.64%
2004	157	31.29%	1.62%
2005	159	30.90%	1.59%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.7 IRAQ

Pre-School and Infant Toys (million US \$): Iraq 1995 - 2005

Year	Iraq	% of Region	% of Globe
1995	17	3.66%	0.19%
1996	17	3.70%	0.19%
1997	17	3.73%	0.19%
1998	17	3.77%	0.19%
1999	17	3.80%	0.20%
2000	18	3.82%	0.20%
2001	18	3.80%	0.19%
2002	18	3.77%	0.19%
2003	18	3.73%	0.19%
2004	19	3.70%	0.19%
2005	19	3.67%	0.18%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.8 ISRAEL

Pre-School and Infant Toys (million US \$): Israel 1995 - 2005

Year	Israel	% of Region	% of Globe
1995	27	6.00%	0.31%
1996	27	5.86%	0.31%
1997	27	5.73%	0.30%
1998	26	5.61%	0.29%
1999	25	5.48%	0.28%
2000	25	5.38%	0.28%
2001	26	5.48%	0.28%
2002	27	5.60%	0.29%
2003	28	5.73%	0.29%
2004	29	5.85%	0.30%
2005	31	5.98%	0.30%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.9 JORDAN

Pre-School and Infant Toys (million US \$): Jordan 1995 - 2005

Year	Jordan	% of Region	% of Globe
1995	4	0.81%	0.00%
1996	4	0.79%	0.00%
1997	4	0.77%	0.04%
1998	3	0.76%	0.04%
1999	3	0.74%	0.00%
2000	3	0.73%	0.00%
2001	4	0.74%	0.00%
2002	4	0.76%	0.00%
2003	4	0.77%	0.00%
2004	4	0.79%	0.00%
2005	4	0.80%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.10 KUWAIT

Pre-School and Infant Toys (million US \$): Kuwait 1995 - 2005

Year	Kuwait	% of Region	% of Globe
1995	10	2.08%	0.11%
1996	10	2.07%	0.10%
1997	10	2.06%	0.10%
1998	9	2.04%	0.10%
1999	9	2.03%	0.10%
2000	9	2.02%	0.10%
2001	10	2.03%	0.10%
2002	10	2.04%	0.10%
2003	10	2.06%	0.10%
2004	10	2.07%	0.10%
2005	11	2.08%	0.10%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.11 KYRGYZSTAN

Pre-School and Infant Toys (million US \$): Kyrgyzstan 1995 - 2005

Year	Kyrgyzstan	% of Region	% of Globe
1995	5	1.04%	0.00%
1996	5	1.06%	0.00%
1997	5	1.08%	0.00%
1998	5	1.10%	0.00%
1999	5	1.12%	0.05%
2000	5	1.14%	0.00%
2001	5	1.12%	0.05%
2002	5	1.10%	0.00%
2003	5	1.08%	0.05%
2004	5	1.06%	0.00%
2005	5	1.04%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.12 LEBANON

Pre-School and Infant Toys (million US \$): Lebanon 1995 - 2005

Year	Lebanon	% of Region	% of Globe
1995	3	0.55%	0.00%
1996	3	0.54%	0.00%
1997	2	0.53%	0.00%
1998	2	0.52%	0.00%
1999	2	0.51%	0.00%
2000	2	0.50%	0.00%
2001	2	0.51%	0.00%
2002	3	0.52%	0.00%
2003	3	0.53%	0.00%
2004	3	0.54%	0.00%
2005	3	0.55%	0.02%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.13 OMAN

Pre-School and Infant Toys (million US \$): Oman 1995 - 2005

Year	Oman	% of Region	% of Globe
1995	6	1.26%	0.06%
1996	6	1.25%	0.06%
1997	6	1.24%	0.00%
1998	6	1.23%	0.00%
1999	6	1.22%	0.00%
2000	6	1.21%	0.00%
2001	6	1.22%	0.00%
2002	6	1.23%	0.00%
2003	6	1.24%	0.00%
2004	6	1.25%	0.00%
2005	6	1.26%	0.06%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.14 PAKISTAN

Pre-School and Infant Toys (million US \$): Pakistan 1995 - 2005

Year	Pakistan	% of Region	% of Globe
1995	23	5.03%	0.26%
1996	23	4.96%	0.26%
1997	23	4.89%	0.25%
1998	22	4.82%	0.25%
1999	22	4.75%	0.25%
2000	22	4.70%	0.24%
2001	22	4.75%	0.24%
2002	23	4.82%	0.25%
2003	24	4.89%	0.25%
2004	25	4.95%	0.25%
2005	26	5.02%	0.25%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.15 QATAR

Pre-School and Infant Toys (million US \$): Qatar 1995 - 2005

Year	Qatar	% of Region	% of Globe
1995	3	0.70%	0.00%
1996	3	0.70%	0.00%
1997	3	0.71%	0.00%
1998	3	0.72%	0.03%
1999	3	0.73%	0.00%
2000	3	0.73%	0.00%
2001	3	0.73%	0.03%
2002	3	0.72%	0.00%
2003	4	0.71%	0.00%
2004	4	0.71%	0.00%
2005	4	0.70%	0.03%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.16 SAUDI ARABIA

Pre-School and Infant Toys (million US \$): Saudi Arabia 1995 - 2005

Year	Saudi Arabia	% of Region	% of Globe
1995	46	9.95%	0.52%
1996	47	10.05%	0.53%
1997	47	10.14%	0.53%
1998	47	10.24%	0.54%
1999	47	10.33%	0.54%
2000	48	10.39%	0.54%
2001	49	10.33%	0.54%
2002	49	10.24%	0.53%
2003	50	10.15%	0.52%
2004	51	10.06%	0.52%
2005	51	9.96%	0.51%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.17 SYRIAN ARAB REPUBLIC

Pre-School and Infant Toys (million US \$): Syrian Arab Republic 1995 - 2005

Year	Syrian Arab Republic	% of Region	% of Globe
1995	14	2.97%	0.15%
1996	14	2.93%	0.15%
1997	13	2.89%	0.15%
1998	13	2.86%	0.15%
1999	13	2.82%	0.14%
2000	13	2.79%	0.14%
2001	13	2.82%	0.14%
2002	14	2.86%	0.14%
2003	14	2.89%	0.15%
2004	15	2.93%	0.15%
2005	15	2.96%	0.15%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.18 TAJIKISTAN

Pre-School and Infant Toys (million US \$): Tajikistan 1995 - 2005			
Year	Tajikistan	% of Region	% of Globe
1995	5	1.03%	0.00%
1996	5	1.06%	0.00%
1997	5	1.10%	0.00%
1998	5	1.13%	0.05%
1999	5	1.16%	0.00%
2000	6	1.19%	0.00%
2001	5	1.16%	0.00%
2002	5	1.13%	0.00%
2003	5	1.10%	0.00%
2004	5	1.06%	0.00%
2005	5	1.03%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.19 TURKEY

Pre-School and Infant Toys (million US \$): Turkey 1995 - 2005			
Year	Turkey	% of Region	% of Globe
1995	92	20.00%	1.06%
1996	91	19.58%	1.03%
1997	89	19.16%	1.01%
1998	86	18.76%	0.99%
1999	84	18.35%	0.96%
2000	83	18.04%	0.94%
2001	86	18.34%	0.95%
2002	90	18.74%	0.97%
2003	94	19.14%	0.99%
2004	98	19.55%	1.01%
2005	102	19.96%	1.03%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.20 TURKMENISTAN

Pre-School and Infant Toys (million US \$): Turkmenistan 1995 - 2005

Year	Turkmenistan	% of Region	% of Globe
1995	5	0.98%	0.00%
1996	5	1.01%	0.00%
1997	5	1.03%	0.00%
1998	5	1.06%	0.00%
1999	5	1.09%	0.00%
2000	5	1.11%	0.00%
2001	5	1.09%	0.00%
2002	5	1.06%	0.00%
2003	5	1.03%	0.00%
2004	5	1.01%	0.00%
2005	5	0.98%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.21 UNITED ARAB EMIRATES

Pre-School and Infant Toys (million US \$): United Arab Emirates 1995 - 2005

Year	United Arab Emirates	% of Region	% of Globe
1995	14	3.12%	0.16%
1996	14	3.10%	0.16%
1997	14	3.07%	0.16%
1998	14	3.05%	0.16%
1999	14	3.03%	0.15%
2000	14	3.01%	0.15%
2001	14	3.03%	0.15%
2002	15	3.05%	0.15%
2003	15	3.07%	0.16%
2004	16	3.09%	0.16%
2005	16	3.12%	0.16%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.22 UZBEKISTAN

Pre-School and Infant Toys (million US \$): Uzbekistan 1995 - 2005

Year	Uzbekistan	% of Region	% of Globe
1995	22	4.82%	0.25%
1996	23	4.87%	0.25%
1997	23	4.93%	0.26%
1998	23	4.98%	0.26%
1999	23	5.03%	0.26%
2000	23	5.07%	0.26%
2001	24	5.03%	0.26%
2002	24	4.98%	0.26%
2003	24	4.93%	0.25%
2004	25	4.88%	0.25%
2005	25	4.82%	0.24%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

8.23 YEMEN

Pre-School and Infant Toys (million US \$): Yemen 1995 - 2005

Year	Yemen	% of Region	% of Globe
1995	5	1.03%	0.00%
1996	5	1.02%	0.00%
1997	5	1.02%	0.05%
1998	5	1.01%	0.00%
1999	5	1.00%	0.00%
2000	5	0.99%	0.00%
2001	5	1.00%	0.00%
2002	5	1.01%	0.00%
2003	5	1.01%	0.00%
2004	5	1.02%	0.00%
2005	5	1.03%	0.00%

Source: Icon Group Ltd., copyright 2000, www.icongroupedition.com

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