

# Toys and Games in Asia Pacific

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## Abstracts

Although sales were stagnating in Japan and declining in South Korea in 2023, a strong rebound in China helped drive positive growth in the overall regional toys and games market in this year. This followed the resurgence of COVID-19 cases in China a year earlier, which led to declining toy and games sales amid renewed lockdowns. Kidults continue to be a key target for traditional toys and games, with players also increasingly focussing on gender-neutral products to widen the target market.

Euromonitor International's Toys and Games in Asia Pacific global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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