

# **Toys and Games in Taiwan**

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### **Abstracts**

In 2022, the toys and games industry in Taiwan experienced a less robust expansion in terms of current value growth as compared to the previous year. This was largely thanks to a decline in consumer purchasing power, triggered by austerity measures and apprehension regarding potential inflationary spikes as a result of static wage rates. These economic uncertainties caused a ripple effect within toys and games, with key players including manufacturers, distributors and retailers showing a retice...

Euromonitor International's Toys and Games in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

**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.



## **Contents**

TOYS AND GAMES IN MALAYSIA EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2017-2022

Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 5 Distribution of Toys and Games by Format: % Value 2017-2022

Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

**DISCLAIMER** 

**SOURCES** 

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN MALAYSIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

IP and kidults drive demand in action figures, dolls and accessories, construction and model vehicles

Scientific/educational toys lead category growth

Traditional toys and games stores remain the main channel, while e-commerce sales continues to grow

PROSPECTS AND OPPORTUNITIES

Declining birth rate to limit growth of traditional toys

Open-ended toys could close doors to continuous demand for traditional toys

Elevated inflation rate to restrict category growth

**CATEGORY DATA** 

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022



Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed:

% Value 2022-2027

VIDEO GAMES IN MALAYSIA

**KEY DATA FINDINGS** 

2022 DEVELOPMENTS

Mobile games a key driver in video games spending

Static consoles and handheld consoles showing signs of decline

Brick-and-mortar local video games stores riding on strong walk-in preference of local gamers

#### PROSPECTS AND OPPORTUNITIES

Markets for refurbished static consoles and handheld consoles and console discs continue to swell

Mobile gaming and online gaming to solidify

Room for growth in AR/VR headsets with newcomer offering a more affordable alternative

#### **CATEGORY DATA**

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027



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