

# Traditional Toys in Asia Pacific

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## Abstracts

Before the pandemic, Asia Pacific was fastest growing traditional toys market with significant room for growth due to the low spending per household on traditional toys compared to the rest of the world. While the pandemic has proved a setback due to the closures of physical toy stores and affected consumers' income, the market is expected to rebound from 2022 onwards through education and local licensing. Sales to adult consumers (or "kidults") will also be crucial to drive value sales growth.

Euromonitor International's Traditional Toys 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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