

South Korea Toys Market Report by Product Type (Action Figures, Building Sets, Dolls, Games and Puzzles, Sports and Outdoor Toys, Plush, and Others), Age Group (Up to 5 Years, 5 to 10 Years, Above 10 Years), Sales Channel (Supermarkets and Hypermarkets, Specialty Stores, Department Stores, Online Stores, and Others), and Region 2026-2034

<https://marketpublishers.com/r/S63D39F8EB2CEN.html>

Date: July 2026

Pages: 119

Price: US\$ 2,999.00 (Single User License)

ID: S63D39F8EB2CEN

Abstracts

South Korea toys market size reached USD 2,261.2 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 3,243.2 Million by 2034, exhibiting a growth rate (CAGR) of 3.97% during 2026-2034. The market is being driven by several key factors, including shifting consumer preferences, a rising focus on investing in high-quality and educational toys, notable technological advancements, a heightened parental awareness regarding the significance of toys, and a commitment to innovation.

Toys are objects crafted for play, amusement, and learning, primarily targeted at children. They serve diverse purposes, stimulating creativity, supporting cognitive development, and fostering social interactions. The variety of toys is extensive, encompassing action figures, dolls, puzzles, board games, building blocks, and electronic devices. Crucially, toys play a pivotal role in a child's physical, emotional, and intellectual maturation. Interaction with toys enhances motor skills, hand-eye coordination, and problem-solving capabilities. Through imaginative play, children explore various scenarios, fostering emotional expression and empathy. Educational toys are expressly designed to impart concepts like letters, numbers, and shapes, transforming learning into an interactive and enjoyable experience. Furthermore, they carry cultural significance, reflecting societal values and trends. Additionally, toys have adapted to technological advancements, integrating interactive features and digital

interfaces to align with contemporary learning approaches.

SOUTH KOREA TOYS MARKET TRENDS:

The South Korean toy market is propelled by a dynamic interplay of various factors, reflecting the nation's commitment to innovative and educational play experiences. Changing consumer preferences stand out as a primary driver, with parents increasingly seeking toys that not only entertain but also contribute to their children's cognitive and developmental growth. This shift is underscored by a growing awareness among parents regarding the crucial role toys play in shaping a child's early learning experiences. Additionally, investments in quality and educational toys have surged, reflecting a desire for products that go beyond mere amusement. Besides this, parents are recognizing the value of toys in promoting creativity, problem-solving skills, and overall cognitive development. The integration of cutting-edge technology enhances the educational aspects of toys, aligning with South Korea's reputation as a tech-savvy nation, which is positively influencing the regional market. Moreover, a pervasive commitment to innovation drives the market forward. Manufacturers and retailers are continuously exploring new concepts, designs, and features to captivate the evolving interests of children and meet the expectations of discerning parents. As consumer preferences evolve and technology continues to advance, the market is poised for sustained growth over the forecasted period.

SOUTH KOREA TOYS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, age group, and sales channel.

Product Type Insights:

Action Figures

Building Sets

Dolls

Games and Puzzles

Sports and Outdoor Toys

Plush

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes action figures, building sets, dolls, games and puzzles, sports and outdoor toys, plush, and others.

Age Group Insights:

Up to 5 Years

5 to 10 Years

Above 10 Years

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes up to 5 years, 5 to 10 years, and above 10 years.

Sales Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Department Stores

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes supermarkets and hypermarkets, specialty stores, department stores, online stores, and others.

Regional Insights:

Seoul Capital Area

Yeongam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region) and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea toys market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea toys market?

What is the breakup of the South Korea toys market on the basis of product type?

What is the breakup of the South Korea toys market on the basis of age group?

What is the breakup of the South Korea toys market on the basis of sales channel?

What are the various stages in the value chain of the South Korea toys market?

What are the key driving factors and challenges in the South Korea toys?

What is the structure of the South Korea toys market and who are the key players?

What is the degree of competition in the South Korea toys market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA TOYS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA TOYS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA TOYS MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Action Figures
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Building Sets
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Dolls

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Games and Puzzles

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Sports and Outdoor Toys

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Plush

6.6.1 Overview

6.6.2 Historical and Current Market Trends (2020-2025)

6.6.3 Market Forecast (2026-2034)

6.7 Others

6.7.1 Historical and Current Market Trends (2020-2025)

6.7.2 Market Forecast (2026-2034)

7 SOUTH KOREA TOYS MARKET - BREAKUP BY AGE GROUP

7.1 Up to 5 Years

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 5 to 10 Years

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Above 10 Years

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

8 SOUTH KOREA TOYS MARKET - BREAKUP BY SALES CHANNEL

8.1 Supermarkets and Hypermarkets

- 8.1.1 Overview
- 8.1.2 Historical and Current Market Trends (2020-2025)
- 8.1.3 Market Forecast (2026-2034)
- 8.2 Specialty Stores
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Forecast (2026-2034)
- 8.3 Department Stores
 - 8.3.1 Overview
 - 8.3.2 Historical and Current Market Trends (2020-2025)
 - 8.3.3 Market Forecast (2026-2034)
- 8.4 Online Stores
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (2020-2025)
 - 8.4.3 Market Forecast (2026-2034)
- 8.5 Others
 - 8.5.1 Historical and Current Market Trends (2020-2025)
 - 8.5.2 Market Forecast (2026-2034)

9 SOUTH KOREA TOYS MARKET – BREAKUP BY REGION

- 9.1 Seoul Capital Area
 - 9.1.1 Overview
 - 9.1.2 Historical and Current Market Trends (2020-2025)
 - 9.1.3 Market Breakup by Product Type
 - 9.1.4 Market Breakup by Age Group
 - 9.1.5 Market Breakup by Sales Channel
 - 9.1.6 Key Players
 - 9.1.7 Market Forecast (2026-2034)
- 9.2 Yeongam (Southeastern Region)
 - 9.2.1 Overview
 - 9.2.2 Historical and Current Market Trends (2020-2025)
 - 9.2.3 Market Breakup by Product Type
 - 9.2.4 Market Breakup by Age Group
 - 9.2.5 Market Breakup by Sales Channel
 - 9.2.6 Key Players
 - 9.2.7 Market Forecast (2026-2034)
- 9.3 Honam (Southwestern Region)
 - 9.3.1 Overview

- 9.3.2 Historical and Current Market Trends (2020-2025)
- 9.3.3 Market Breakup by Product Type
- 9.3.4 Market Breakup by Age Group
- 9.3.5 Market Breakup by Sales Channel
- 9.3.6 Key Players
- 9.3.7 Market Forecast (2026-2034)
- 9.4 Hoseo (Central Region)
 - 9.4.1 Overview
 - 9.4.2 Historical and Current Market Trends (2020-2025)
 - 9.4.3 Market Breakup by Product Type
 - 9.4.4 Market Breakup by Age Group
 - 9.4.5 Market Breakup by Sales Channel
 - 9.4.6 Key Players
 - 9.4.7 Market Forecast (2026-2034)
- 9.5 Others
 - 9.5.1 Historical and Current Market Trends (2020-2025)
 - 9.5.2 Market Forecast (2026-2034)

10 SOUTH KOREA TOYS MARKET – COMPETITIVE LANDSCAPE

- 10.1 Overview
- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Product Portfolio
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events
- 11.2 Company B
 - 11.2.1 Business Overview
 - 11.2.2 Product Portfolio
 - 11.2.3 Business Strategies

- 11.2.4 SWOT Analysis
- 11.2.5 Major News and Events
- 11.3 Company C
 - 11.3.1 Business Overview
 - 11.3.2 Product Portfolio
 - 11.3.3 Business Strategies
 - 11.3.4 SWOT Analysis
 - 11.3.5 Major News and Events
- 11.4 Company D
 - 11.4.1 Business Overview
 - 11.4.2 Product Portfolio
 - 11.4.3 Business Strategies
 - 11.4.4 SWOT Analysis
 - 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Product Portfolio
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 SOUTH KOREA TOYS MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

Product name: South Korea Toys Market Report by Product Type (Action Figures, Building Sets, Dolls, Games and Puzzles, Sports and Outdoor Toys, Plush, and Others), Age Group (Up to 5 Years, 5 to 10 Years, Above 10 Years), Sales Channel (Supermarkets and Hypermarkets, Specialty Stores, Department Stores, Online Stores, and Others), and Region 2026-2034

Product link: <https://marketpublishers.com/r/S63D39F8EB2CEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S63D39F8EB2CEN.html>