

Asia-Pacific (APAC) Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

Asia-Pacific (APAC) Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Toys & Games Retail in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.

The Asia-Pacific toys & games market had total revenues of \$41,572.6 million in 2022, representing a compound annual growth rate (CAGR) of 4.6% between 2017 and 2022.

The Chinese market is by far the largest in this region, accounting for over 56.3% of its value in 2022.

The Asia-Pacific market accounted for 35.9% of the global toys & games retail market.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Asia-Pacific

Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Asia-Pacific toys & games retail market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Asia-Pacific toys & games retail market by value in 2022?

What will be the size of the Asia-Pacific toys & games retail market in 2027?

What factors are affecting the strength of competition in the Asia-Pacific toys & games retail market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific's toys & games retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Geography segmentation
- 1.4. Market rivalry
- 1.5. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Geography segmentation
- 4.2. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the strengths of the leading players?
- 7.4. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. Toys R Us Asia Ltd
- 8.2. Amazon.com, Inc.
- 8.3. Alibaba Group Holding Limited
- 8.4. Hamleys of London Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Asia-Pacific toys & games retail market value: \$ billion, 2017-22
- Table 2: Asia-Pacific toys & games retail market geography segmentation: \$ billion, 2022
- Table 3: Asia-Pacific toys & games retail market distribution: % share, by value, 2022
- Table 4: Asia-Pacific toys & games retail market value forecast: \$ billion, 2022-27
- Table 5: Toys R Us Asia Ltd: key facts
- Table 6: Toys R Us Asia Ltd: Key Employees
- Table 7: Amazon.com, Inc.: key facts
- Table 8: Amazon.com, Inc.: Annual Financial Ratios
- Table 9: Amazon.com, Inc.: Key Employees
- Table 10: Amazon.com, Inc.: Key Employees Continued
- Table 11: Alibaba Group Holding Limited: key facts
- Table 12: Alibaba Group Holding Limited: Annual Financial Ratios
- Table 13: Alibaba Group Holding Limited: Key Employees
- Table 14: Hamleys of London Ltd: key facts
- Table 15: Hamleys of London Ltd: Key Employees
- Table 16: Asia-Pacific exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Asia-Pacific toys & games retail market value: \$ billion, 2017-22

Figure 2: Asia-Pacific toys & games retail market geography segmentation: % share, by value, 2022

Figure 3: Asia-Pacific toys & games retail market distribution: % share, by value, 2022

Figure 4: Asia-Pacific toys & games retail market value forecast: \$ billion, 2022-27

Figure 5: Forces driving competition in the toys & games retail market in Asia-Pacific, 2022

Figure 6: Drivers of buyer power in the toys & games retail market in Asia-Pacific, 2022

Figure 7: Drivers of supplier power in the toys & games retail market in Asia-Pacific, 2022

Figure 8: Factors influencing the likelihood of new entrants in the toys & games retail market in Asia-Pacific, 2022

Figure 9: Factors influencing the threat of substitutes in the toys & games retail market in Asia-Pacific, 2022

Figure 10: Drivers of degree of rivalry in the toys & games retail market in Asia-Pacific, 2022

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