

# Japan Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Toys & Games Retail in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Japanese toys & games market had total revenues of \$4,907.4 million in 2022, representing a compound annual growth rate (CAGR) of 1.6% between 2017 and 2022.

Japan's toy market topped JPY1 trillion (\$7 billion) for the first time in FY2023, driven in part by solid demand for goods of anime characters and franchises like Pok?mon from foreign tourists.

Japanese toys & games had the second-highest share of 11.8% in the Asia-Pacific region in 2022.

## 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 Japan

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

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 Japan toys & games retail market with five year forecasts

## Reasons to Buy

What was the size of the Japan toys & games retail market by value in 2022?

What will be the size of the Japan toys & games retail market in 2027?

What factors are affecting the strength of competition in the Japan toys & games retail market?

How has the market performed over the last five years?

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

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