

# Toys & Games in Singapore

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## Abstracts

Toys & Games in Singapore

### SUMMARY

Toys & Games in Singapore industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 Singaporean toys & games market had total revenues of \$278.6m in 2018, representing a compound annual growth rate (CAGR) of 2.9% between 2014 and 2018.

Online pureplay account for the largest proportion of sales in the Singaporean toys & games market in 2018, sales through this channel generated \$33.7m, equivalent to 12.1% of the market's overall value.

Due to the small population size of Singapore, the market as a whole is quite small. However, the toys & games market in Singapore is growing solidly due to a growing demand.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the toys & games market in Singapore

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Singapore toys & games market with five year forecasts

## REASONS TO BUY

What was the size of the Singapore toys & games market by value in 2018?

What will be the size of the Singapore toys & games market in 2023?

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

How has the market performed over the last five years?

How large is Singapore's toys & games market in relation to its regional counterparts?

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### COMPANIES MENTIONED

Lazada Group

Toys R Us Asia Ltd

Hamleys of London Ltd

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