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Toys & Games in South Korea

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Abstracts

Toys & Games in South Korea

SUMMARY

Toys & Games in South Korea 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 South Korean toys & games market had total revenues of $2,305.7m in 2018, representing a compound annual growth rate (CAGR) of 3.5% between 2014 and 2018.

Online pureplay account for the largest proportion of sales in the South Korean toys & games market in 2018, sales through this channel generated $430.4m, equivalent to 18.7% of the market's overall value.

South Korea’s economy has undergone a period of transformation and healthy growth in the recent past has helped to spur retail markets such as toys and games.

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SCOPE

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

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

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 South Korea toys & games market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Lotte Shopping Co., Ltd.
Gwangju Shinsegae Co. Ltd.
Lego AS

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