

# Toys and Games Retail in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Toys and Games Retail in Asia-Pacific - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Toys & Games Retail in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 \$37,706.0m in 2020, representing a compound annual growth rate (CAGR) of 4.1% between 2016 and 2020.

Offline account for the largest proportion of sales in the Asia-Pacific toys & games market in 2020, sales through this channel generated \$29,500.2m, equivalent to 78.2% of the market's overall value.

The Asia-Pacific market declined by 10.8% in 2020 due to lockdown measures which were introduced to inhibit the spread of COVID-19.

## 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

## REASONS TO BUY

What was the size of the Asia-Pacific toys & games retail market by value in 2020?

What will be the size of the Asia-Pacific toys & games retail market in 2025?

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?

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