

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

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## Abstracts

Toys and Games Retail in Indonesia - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Toys & Games Retail in Indonesia 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. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Indonesian toys & games retail market had total revenues of \$1,523.4m in 2020, representing a compound annual growth rate (CAGR) of 3.6% between 2016 and 2020.

Other specialist retail account for the largest proportion of sales in the Indonesian toys & games retail market in 2020, sales through this channel

generated \$1,178.3m, equivalent to 77.3% of the market's overall value.

A growing population, increasing annual wages and expanding middle class has encouraged consumption in Indonesia, which in turn has driven growth in the toys & games 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 Indonesia

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

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 Indonesia toys & games retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Indonesia toys & games retail market by value in 2020?

What will be the size of the Indonesia toys & games retail market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Indonesia'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 is the rationale for the recent M&A activity?
- 7.4. What impact is COVID-19 having on the leading players?

## **8 COMPANY PROFILES**

- 8.1. Lotte Shopping Co., Ltd.
- 8.2. Lego AS
- 8.3. PT. Matahari Putra Prima Tbk

## **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: Indonesia toys & games retail market value: \$ million, 2016-20

Table 2: Indonesia toys & games retail market geography segmentation: \$ million, 2020

Table 3: Indonesia toys & games retail market distribution: % share, by value, 2020

Table 4: Indonesia toys & games retail market value forecast: \$ million, 2020-25

Table 5: Lotte Shopping Co., Ltd.: key facts

Table 6: Lotte Shopping Co., Ltd.: Annual Financial Ratios

Table 7: Lotte Shopping Co., Ltd.: Key Employees

Table 8: Lego AS: key facts

Table 9: Lego AS: Key Employees

Table 10: PT. Matahari Putra Prima Tbk: key facts

Table 11: PT. Matahari Putra Prima Tbk: Annual Financial Ratios

Table 12: PT. Matahari Putra Prima Tbk: Key Employees

Table 13: Indonesia size of population (million), 2016-20

Table 14: Indonesia gdp (constant 2005 prices, \$ billion), 2016-20

Table 15: Indonesia gdp (current prices, \$ billion), 2016-20

Table 16: Indonesia inflation, 2016-20

Table 17: Indonesia consumer price index (absolute), 2016-20

Table 18: Indonesia exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Indonesia toys & games retail market value: \$ million, 2016-20

Figure 2: Indonesia toys & games retail market geography segmentation: % share, by value, 2020

Figure 3: Indonesia toys & games retail market distribution: % share, by value, 2020

Figure 4: Indonesia toys & games retail market value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the toys & games retail market in Indonesia, 2020

Figure 6: Drivers of buyer power in the toys & games retail market in Indonesia, 2020

Figure 7: Drivers of supplier power in the toys & games retail market in Indonesia, 2020

Figure 8: Factors influencing the likelihood of new entrants in the toys & games retail market in Indonesia, 2020

Figure 9: Factors influencing the threat of substitutes in the toys & games retail market in Indonesia, 2020

Figure 10: Drivers of degree of rivalry in the toys & games retail market in Indonesia, 2020

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