

Toys & Games in Asia-Pacific

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Abstracts

Toys & Games in Asia-Pacific

SUMMARY

Toys & Games in Asia-Pacific 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 Asia-Pacific toys & games market had total revenues of \$40,330.7m in 2018, representing a compound annual growth rate (CAGR) of 10.1% between 2014 and 2018.

Online pureplay account for the largest proportion of sales in the Asia-Pacific toys & games market in 2018, sales through this channel generated \$4,104.2m, equivalent to 10.2% of the market's overall value.

China is by far the largest market in this region accounting for over 57% of the market value in 2018.

SCOPE

Toys & Games in Asia-Pacific

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

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

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 Asia-Pacific toys & games market with five year forecasts

REASONS TO BUY

What was the size of the Asia-Pacific toys & games market by value in 2018?

What will be the size of the Asia-Pacific toys & games market in 2023?

What factors are affecting the strength of competition in the Asia-Pacific toys & games market?

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

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Hamleys of London Ltd

Amazon.com, Inc.

Toys R Us Asia Ltd

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