

Korea Toy Market Outlook 2027

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Abstracts

Korea Toys Market Analysis – 2018-2027

Toys are referred to all those items which are usually used by children to play. Toys help children to learn and many parents use toys to teach and demonstrate their children on various subjects. Toys are made up of various materials which includes wood, metals, plastics and paper among others. The Korea toys market is anticipated to grow with a CAGR of around 4% over the forecast period 2019-2027. Factors such as rising demand for replica of cartoon characters that are being displayed in television shows, as well as for goods whose replica can be made as toys, coupled with the rising influence for toys from social media are anticipated to contribute towards the growth of the Korea toys market. Additionally, decreasing mortality rate of children in Korea which has been made possible with the favorable initiatives of the government, coupled with the increasing population in the nation and the increasing expenditure of parents on their children for products that help them learn and also provide adequate knowledge are some of the factors anticipated to drive the growth of the Korea toys market.

The Korea toys market consists of various segments that are segmented by product, by user age group, by distribution channel. The user age group segment is sub-divided into less than 3 years, 3-5 years, 5-12 years and above 12 years. Out of these, the 3-5years segment, which held a value of around USD 1100 million in the year 2018 is anticipated to grow with the highest CAGR of around 5% over the forecast period. Additionally, the segment is also predicted to gain an incremental \$ opportunity of around USD 81 million in the year 2027 as compared to the previous year.

Some of the affluent industry leaders in the Korea toys market are Infomark Corporation, VTech Electronics North America, LLC, YOUNGTOYS, Inc., EFOLIUM Co., Ltd., Mimi World Co., Ltd., AURORAWORLD Corp., Iringo Co. Ltd., Hamleys, Mattel and Sieper GmbH.

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