

# Toys and Games Market in Asia Pacific 2021

<https://marketpublishers.com/r/T8F0E8F16264EN.html>

Date: January 2022

Pages: 17

Price: US\$ 1,550.00 (Single User License)

ID: T8F0E8F16264EN

## Abstracts

Toys and games are found throughout the world and date back to early times. Playing with toys can be an enjoyable means of training young children for life experiences. According to a report by StrategyHelix, the toys and games market in Asia Pacific is set to increase by US\$ 68,353 million during 2021-2027, growing at a CAGR of 8.2% during the forecast period. Awareness of the cognitive and intellectual benefits of outdoor and sports toys, influence of technology in promoting video games, rising demand for scientific and educational toys, continuously rising personnel disposable income levels are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for toys and games. The Asia Pacific toys and games market is segmented on the basis of product, distribution channel, and country. On the basis of product, the toys and games market in Asia Pacific has been segmented into traditional toys & games, electronic games. Among these, the traditional toys & games segment was accounted for the highest revenue generator in 2020. By distribution channel, the toys and games market in Asia Pacific has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment is estimated to account for the largest share of the toys and games market in Asia Pacific. Geographically, the toys and games market in Asia Pacific is segmented into Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand.

The traditional toys & games market is further segmented into action figures & accessories, arts & crafts, baby & pre-school toys, construction toys, dolls & accessories, games & puzzles, outdoor & sports toys, vehicles & remote control, and others. The construction toys segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period. Furthermore, the electronic games market has been categorized into electronic games hardware, and

electronic games software. According to the research, the electronic games software segment had the largest share in the toys and games market in Asia Pacific.

The Asia Pacific toys and games market is highly competitive. The report also includes the profiles of leading companies such as Activision Blizzard Inc., BANDAI NAMCO Holdings Inc., Konami Holdings Corporation, LEGO System A/S, mixi Inc., NCSoft Corporation, NetEase Inc., Nexon Co. Ltd., Nintendo Co. Ltd., Smilegate Inc., Sony Corporation, Square Enix Holdings Co. Ltd., Tencent Holdings Ltd., TOMY Company Ltd.

#### Report Scope

Product: traditional toys & games, electronic games

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: Australia, China, India, Japan, Philippines, Singapore, South Korea, Taiwan, Thailand

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Asia Pacific toys and games market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. TOYS AND GAMES MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Traditional toys & games  
Electronic games

### **PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 5. MARKET BREAKDOWN BY COUNTRY**

Australia  
China  
India  
Japan  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand

### **PART 6. KEY COMPANIES**

Activision Blizzard, Inc.  
BANDAI NAMCO Holdings Inc.

Konami Holdings Corporation

LEGO System A/S

mixi, Inc.

NCSOFT Corporation

NetEase, Inc.

Nexon Co., Ltd.

Nintendo Co., Ltd.

Smilegate Inc.

Sony Corporation

Square Enix Holdings Co., Ltd.

Tencent Holdings Ltd.

TOMY Company, Ltd.

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