

Toys and Games Market in Indonesia 2021

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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. A study by StrategyHelix indicates that the toys and games market in Indonesia is expected to increase by US\$ 3,101 million from 2021 to 2027, garnering a CAGR of 17% 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 Indonesia toys and games market is segmented on the basis of product, and distribution channel. Based on product, the toys and games market in Indonesia is categorized into traditional toys & games, electronic games. The traditional toys & games segment held the largest share of the Indonesia toys and games market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the toys and games market in Indonesia has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In Indonesia, the online retailing segment made up the largest share of the toys and games market.

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. In 2020, the construction toys segment made up the largest share of revenue generated by the toys and games market. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. Among these, the electronic games software segment was accounted for the highest revenue generator in 2020.

The Indonesia toys and games market is highly competitive. The key players in the toys and games market include Garena Interactive Holding Limited, Hasbro Inc., IGG Inc., LEGO System A/S, Mattel Inc., Netmarble Corporation, Nintendo Co. Ltd., PT Megaxus Infotech (Megaxus), PT. Lyto Datarindo Fortuna (LYTO), Shanghai Moonton Technology Co. Ltd., Supercell Oy, Tencent Holdings Ltd., The Walt Disney Company, Valve Corporation.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the toys and games market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: traditional toys & games, electronic games

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

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Indonesia toys and games market

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

Pinpoint growth sectors and trends for investment

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Electronic games

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Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Garena Interactive Holding Limited
Hasbro, Inc.
IGG Inc.
LEGO System A/S
Mattel, Inc.
Netmarble Corporation
Nintendo Co., Ltd.
PT Megaxus Infotech (Megaxus)
PT. Lyto Datarindo Fortuna (LYTO)
Shanghai Moonton Technology Co. Ltd.
Supercell Oy
Tencent Holdings Ltd.
The Walt Disney Company
Valve Corporation

About StrategyHelix

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