

# Toys and Games Market in Japan 2021

<https://marketpublishers.com/r/T62A96A21FBEEN.html>

Date: January 2022

Pages: 17

Price: US\$ 550.00 (Single User License)

ID: T62A96A21FBEEN

## 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 Japan is set to increase by US\$ 32 million during 2021-2027, growing at a CAGR of 0% 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 Japan toys and games market is segmented on the basis of product, and distribution channel. On the basis of product, the toys and games market in Japan has been segmented into traditional toys & games, electronic games. The traditional toys & games segment held the largest revenue share in 2020. By distribution channel, the toys and games market in Japan has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Among these, the online retailing segment was accounted for the highest revenue generator in 2020.

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 Japan, the construction toys segment made up the largest share of the toys and games market. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. The electronic games software segment was the largest contributor to the Japan toys and games market in 2020.

The Japan toys and games market is highly competitive. The report also includes the profiles of leading companies such as BANDAI NAMCO Holdings Inc., COLOPL Inc., CyberAgent Inc., GungHo Online Entertainment Inc., Konami Holdings Corporation, LEGO System A/S, Line Corporation, mixi Inc., Niantic Inc., Nintendo Co. Ltd., Sega Sammy Holdings Inc., Sony Corporation, Square Enix Holdings Co. Ltd., TOMY Company Ltd., Type-Moon.

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 Japan 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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Specialty stores  
Online retailing  
Others

### **PART 5. KEY COMPANIES**

BANDAI NAMCO Holdings Inc.  
COLOPL Inc.  
CyberAgent, Inc.  
GungHo Online Entertainment, Inc.  
Konami Holdings Corporation  
LEGO System A/S  
Line Corporation  
mixi, Inc.  
Niantic, Inc.  
Nintendo Co., Ltd.  
Sega Sammy Holdings Inc.  
Sony Corporation  
Square Enix Holdings Co., Ltd.  
TOMY Company, Ltd.

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