

Toys and Games Market in Malaysia 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. The toys and games market in Malaysia is poised to grow by US\$ 338 million from 2021 to 2027, registering a CAGR of 8.2% during the forecast period, according to StrategyHelix. 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 Malaysia toys and games market is segmented on the basis of product, and distribution channel. By product, the toys and games market in Malaysia has been segmented into traditional toys & games, electronic games. In 2020, the traditional toys & games segment made up the largest share of revenue generated by the toys and games market. Based upon distribution channel, the toys and games market in Malaysia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment was the largest contributor to the Malaysia toys and games market 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. Among these, the construction toys segment was accounted for the highest revenue generator in 2020. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. The electronic games software segment captured the largest share of the market in 2020 and is expected to maintain its dominance during the forecast period.

The Malaysia toys and games market is highly competitive. As of 2020, the major players in the Malaysia toys and games market were Activision Blizzard Inc., BANDAI NAMCO Holdings Inc., Electronic Arts Inc. (EA), Hasbro Inc., LEGO System A/S, Mattel Inc., Nintendo Co. Ltd., Shanghai Moonton Technology Co. Ltd., Sony Corporation, Square Enix Holdings Co. Ltd., Tencent Holdings Ltd., TOMY Company Ltd., VTech Holdings Limited.

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 Malaysia 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

PART 4. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
BANDAI NAMCO Holdings Inc.
Electronic Arts Inc. (EA)
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Nintendo Co., Ltd.
Shanghai Moonton Technology Co., Ltd.
Sony Corporation
Square Enix Holdings Co., Ltd.
Tencent Holdings Ltd.
TOMY Company, Ltd.
VTech Holdings Limited
About StrategyHelix

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