

Toys and Games Market in Singapore 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 Singapore is set to increase by US\$ 302 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 6.6% 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 Singapore 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 Singapore 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 Singapore 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 Singapore.

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 Singapore.

The Singapore toys and games market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Activision Blizzard Inc., Electronic Arts Inc. (EA), Hasbro Inc., LEGO System A/S, Mattel Inc., Nintendo Co. Ltd., Shanghai Moonton Technology Co. Ltd., Sony Corporation, Supercell Oy.

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 Singapore 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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Specialty stores
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Activision Blizzard, Inc.
Electronic Arts Inc. (EA)
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Nintendo Co., Ltd.
Shanghai Moonton Technology Co., Ltd.
Sony Corporation
Supercell Oy
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