

Toys and Games Market in Thailand 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. According to a report by StrategyHelix, the toys and games market in Thailand is set to increase by US\$ 552 million during 2021-2027, growing at a CAGR of 7.3% 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 Thailand 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 Thailand has been segmented into traditional toys & games, electronic games. The traditional toys & games segment is estimated to account for the largest share of the toys and games market in Thailand. By distribution channel, the toys and games market in Thailand has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. The online retailing segment held the largest revenue share 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. The construction toys segment held the largest share of the Thailand toys and games market in 2020 and is anticipated to hold its share during the forecast period. Furthermore, the electronic games market has been categorized into electronic games hardware, and electronic games software. In 2020, the electronic games software segment made up the largest share of revenue generated by the toys and games market.

The Thailand toys and games market is highly competitive. The toys and games market is dominated by key players, which are Activision Blizzard Inc., BANDAI NAMCO Holdings Inc., Electronic Arts Inc. (EA), Epic Games Inc., Garena Interactive Holding Limited, Hasbro Inc., LEGO System A/S, Mattel Inc., Nintendo Co. Ltd., Shanghai Moonton Technology Co. Ltd., Sony 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 Thailand 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
Online retailing
Others

PART 5. KEY COMPANIES

Activision Blizzard, Inc.
BANDAI NAMCO Holdings Inc.
Electronic Arts Inc. (EA)
Epic Games, Inc.
Garena Interactive Holding Limited
Hasbro, Inc.
LEGO System A/S
Mattel, Inc.
Nintendo Co., Ltd.
Shanghai Moonton Technology Co., Ltd.
Sony Corporation
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