



Euromonitor
International

Toys and Games in Hong Kong, China

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Digital Ecosystems and Subscriptions Ensure Recurring Spending

Chart 2 - Xbox Game Pass and PlayStation Plus put Ecosystem Value at the Centre of Hong Kong Spending

Adult Collectors Transform Display-Led Retail and Brand Engagement

Chart 3 - Lego's City-Wide "Lok Jai" Campaign Reinforces Premium Construction in Hong Kong

Edutainment and Stem Play Surge as Parents Prioritise Quality Learning

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Tencent and Netease Grow Digital Ecosystems as Recurring Spend Overtakes One-Off Sales

Premium Collectibles and Educational Toys Bring Value Growth

Chart 6 - Toniebox 2 Rollout Powers Hong Kong's Connected-Learning Trend

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nintendo and Sony Reinforce Leadership as Digital Ecosystems Shape Value

Designer-Toy Innovators and Major Deals Accelerate Creative Growth

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

E-Commerce Strengthens Its Lead across Toys and Games

Experiential Retail and Digital Platforms Redefine Channel Innovation

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toys and Games

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toys and Games

Chart 16 - Population 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Collectibles and Premium Products Bring Value Growth

Chart 19 - Prismatic Evolutions Causes Record Demand across Hong Kong's Card Scene

Lego and Gundam Anchor Construction as Top Value Driver

Chart 20 - Lego's City-Wide "Lok Jai" Campaign Reinforces Premium Construction in Hong Kong

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Adult Collectors and Parents Sustain Growth in Traditional Toys and Games

Chart 23 - Analyst Insight for Traditional Toys and Games

Events and Communities Reshape Toy Purchasing

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Extends Its Lead in a Concentrated Market

New Products and Events Boost Engagement

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Specialist Stores Remain the Core Channel for Toys and Collectibles

Experiential Concepts and E-Commerce Expand Consumer Reach

Chart 28 - Retail Channels 2020-2025

PRODUCTS

Kidult Demand and Cultural Identity Drive Product Innovation

Chart 29 - Designercon's Hong Kong Debut Showcases the City's Designer-Toy Heritage

Connected Learning and Event-Led Launches Extend the Product Frontier

Local Ecosystems and Experiential Retail Create New Competitive Frontiers

ECONOMIC CONTEXT

Chart 30 - Economic Context for Traditional Toys and Games

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Traditional Toys and Games

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Video Games in Hong Kong, China](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Video Games Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Video Games

INDUSTRY PERFORMANCE

Microsoft'S Subscription Overhaul Shifts Spending to Bundled Libraries

Chart 37 - Xbox Game Pass and Playstation Put Ecosystem Value at the Centre of Hong Kong Spending

Nintendo'S Hybrid Launch Outpaces Handhelds as Space Drives Demand

Chart 38 - Switch 2 Launch Drives Hong Kong's Console Growth in 2025

Chart 39 - Value Sales 2020-2030

Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Tencent and Netease Capture Growth as Software Outpaces Hardware

Rising Consumer Spending Broadens the Market for Premium Gaming Experiences

Chart 41 - Forecast Value Sales 2020-2030

Chart 42 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nintendo and Sony Lead as Tencent Gains Ground

Chart 43 - Sino Centre and Midnight Launches Sustain Hong Kong's In-Store Game Culture

Electronic Arts and Ubisoft Deals Strengthen Franchise Power

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Digital Platforms Lead Software Sales

Physical Retail Shifts to Hardware and Experience

Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Video Games

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Video Games

Chart 51 - Population 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toys-and-games-in-hong-kong-china/report.