



Euromonitor
International

Toys and Games in South Korea

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

Nexon Leverages Live Services to Drive Recurring Digital Spend

Samg Entertainment Repositions Dolls for Adult Collectors Amid Birth-Rate Crisis

Chart 2 - Samg and Its Teenieping Fandom to Sell beyond the Shrinking Child Base

Scarcity, Surprise and Premium Ip Reshape Toy Market Growth

Chart 3 - Choirock's Pop-Up Store and 200-Unit Limited Release in Korea's Toy Market.

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Video Games Remain Primary Value Driver

Digital Ecosystems and Personalised Experiences to Shape Future Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nexon Extends Its Lead as Market Concentration Increases

Samg and Digital Innovation Drive Engagement across Toys and Games

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Digital Games Fuel E-Commerce While Offline Retail Remains Relevant for Traditional Toys and Games

Gacha Shops and Pop Ups Redefine Toy Retail

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Toys and Games

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Toys and Games

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Traditional Toys and Games in South Korea

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

Samg Transforms Nostalgia into Premium Collectibles for Adult Fans

Chart 19 - Samg Launched “Legacy Edition”, Transforming Nostalgic Ip into Premium Collectibles for Adult Fans

Choirock Uses Pop-Up Events and Limited Drops to Boost Impulse Buying

Chart 20 - Choirock Uses Experiential Pop-Up Retail and Limited-Edition Drops to Drive Engagement and Impulse Purchases

Gacha Shops Expand Randomised Collectibles, Driving Frequent Repeat Purchases

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Lego Attracts Adult Collectors as Construction Leads Future Growth

Bandai Leverages Experiential Retail to Drive Repeat Purchases

Chart 23 - Analyst Insight for Traditional Toys and Games

Brands Adapt to a Wider and More Mature Consumer Base

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Maintains Leadership in a Fragmented Market

Toy Launches Increasingly Target Collectors and Adult Fans

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Hybrid Retail Models Reshape Consumer Engagement and Discovery

Gacha Shops and E-Commerce Strengthen Engagement and Purchasing Frequency

Chart 28 - Gacha Shops Expand into Mainstream Retail as Randomised Collectibles Grow Repeat Purchases among Young Adults

Chart 29 - Retail Channels 2020-2025

PRODUCTS

Innovation Trends Transforming Toys and Games

Connected Play and Fan Ecosystems Bring Competitive Advantage

Business Impact of Product Innovation

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 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Video Games in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 37 - Key Industry Trends for Video Games

INDUSTRY PERFORMANCE

South Korea's Video Games Market Grows through Retention Rather Than New Players

Nintendo Switch 2 Drives a Hardware-Led Revival in South Korea

Chart 38 - Switch 2 Launch Drives Console Growth Even as Korean Gaming Participation Falls

Krafton's Inzoi Leverages Ai to Expand Global Engagement

Chart 39 - Krafton's Inzoi Turns Ai-Native Life-Sim Play into a Million-Selling Global Hit

Chart 40 - Value Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Engagement-Led Growth Will Drive the Market

Software, Ai, and Digital Ecosystems Will Shape Future Value

Chart 42 - Forecast Value Sales 2020-2030

Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nexon Expands Its Lead as Rivals Consolidate around Core Players

Krafton and Nintendo Set New Benchmarks for Innovation and Engagement

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Digital Storefronts Lead as Video Games Retail Becomes Digital-First

Experiential Retail Strengthens Fandom and Brand Engagement

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-south-korea/report.