



**Euromonitor
International**

Toys and Games in Asia Pacific

July 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Video games continue expanding their share of overall toys and games sales

Asia Pacific remains the biggest regional toys and games market

Asia Pacific returns to recording positive growth in 2023 after the dip in sales in 2022

Video games strongly outselling traditional toys in games in Asia Pacific

Games and puzzles still seeing dynamic growth in Japan in 2023

Video games responsible for all the new sales added in toys and games in 2018-2023

Chinese toys and games sales record a strong rebound in 2023

Kidults and gender-neutral toys among the trends being seen in South Korea

E-commerce the dominant channel for sales of toys and games

Most video games sales, particularly software, are made through the online channel

LEADING COMPANIES AND BRANDS

Concentration process slows in China, with Tencent and LEGO losing share in 2023

NetEase continues making gains in 2023

China is the main revenue generator for half of the top 10 players

PlayStation makes share gains on the top two of Nintendo and Lego

FORECAST PROJECTIONS

Positive if gradually slowing growth expected for Asia Pacific's toys and games market

Cross-platform games expected to provide additional sales opportunities for mobile games

South Korean companies targeting global expansion in the video games industry

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

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-asia-pacific/report.