

# Traditional Toys and Games in Hong Kong, China

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Table of Contents

## Traditional Toys and Games in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Scientific/educational toys are popular amongst local consumers

Digitalisation of play increasingly important in all categories

Blind box collectibles continue to draw in new audiences

#### PROSPECTS AND OPPORTUNITIES

“Kidult” demand will lead to an increase in crossover events between toys and mainstream retail

Traditional toys and games to maintain solid growth due to border reopening

Physical stores more important, as interactive and unique experiences attract customers

#### CATEGORY DATA

Table 1 - Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

## Toys and Games in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

### MARKET DATA

Table 10 - Sales of Toys and Games by Category: Value 2017-2022

Table 11 - Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 - NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 - LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 - Distribution of Toys and Games by Format: % Value 2017-2022

Table 15 - Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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