# Traditional Toys and Games in Hong Kong, China

May 2023

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

## 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

DISCLAIMER

SOURCES

## 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/traditional-toys-and-games-in-hong-kong-china/report.