

# Traditional Toys and Games in Taiwan

May 2023

**Table of Contents** 

## Traditional Toys and Games in Taiwan - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Traditional toys and games sees reduced growth in 2022

E-commerce growth slows down

Players shift focus to older consumers

### PROSPECTS AND OPPORTUNITIES

Bandai Taiwan set to stay ahead of the rest

Steady performance forecast for LEGO

Online marketing will continue to rise, fuelling further growth

#### **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 Taiwan - 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

### DISCLAIMER

### **SOURCES**

Summary 1 - Research 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-taiwan/report.