

Toys and Games in Thailand

May 2023

Table of Contents

Toys and Games in Thailand

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 1 - Sales of Toys and Games by Category: Value 2017-2022
Table 2 - Sales of Toys and Games by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Toys and Games: % Value 2018-2022
Table 4 - LBN Brand Shares of Toys and Games: % Value 2019-2022
Table 5 - Distribution of Toys and Games by Format: % Value 2017-2022
Table 6 - Forecast Sales of Toys and Games by Category: Value 2022-2027
Table 7 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of traditional toys and games decline in 2022, within context of a falling national birth rate Kidult and blind collectable trends are key drivers of growth Continued shift towards e-commerce, although growth slows in 2022

PROSPECTS AND OPPORTUNITIES

Declining birth rate will pose challenges for traditional toy manufacturers Kidult trend will continue to drive growth Sustainability will increase in prominence

CATEGORY DATA

Table 8 - Sales of Traditional Toys and Games by Category: Value 2017-2022Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022Table 12 - LBN Brand Shares of Traditional Toys and Games by Format: % Value 2019-2022Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027Table 15 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

Video Games in Thailand

KEY DATA FINDINGS

2022 DEVELOPMENTS

Buoyant performance for video games in 2022, with static consoles seeing an uplift, thanks to launch of new models Mobile games continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Gaming boom will continue apace Mobile gaming grows in popularity Continued decline for video games hardware, thanks to switch to digital platforms

CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2017-2022
Table 18 - Sales of Video Games by Category: % Value Growth 2017-2022
Table 19 - NBO Company Shares of Video Games: % Value 2018-2022
Table 20 - LBN Brand Shares of Video Games: % Value 2019-2022
Table 21 - NBO Company Shares of Video Games Hardware: % Value 2018-2022
Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2019-2022
Table 23 - NBO Company Shares of Video Games Software: % Value 2018-2022
Table 24 - Distribution of Video Games by Format: % Value 2017-2022
Table 25 - Distribution of Video Games Software by Format: % Value 2017-2022
Table 26 - Distribution of Video Games Software (Physical) by Format: % Value 2017-2022
Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2017-2022
Table 29 - Forecast Sales of Video Games by Category: Value 2022-2027
Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2022-2027

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-thailand/report.