

Traditional Toys in Asia Pacific

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Table of Contents

INTRODUCTION

Scope Key findings

REGIONAL OVERVIEW

COVID-19 proves a setback for traditional toys growth in Asia Pacific Pandemic creates more budget-conscious consumers Mature markets benefited from the pandemic Blind collectibles emerges to take the spotlight Construction toys find popularity across all markets Action figures loses battle against COVID-19 Action figures and dolls see increasing consumer awareness COVID-19 erases strong historic performance in most categories Construction toys creates a successful template for others Traditional toys and games stores remain crucial E-commerce campaigns help boost sales growth Smartphones becomes the go-to channel for research

LEADING COMPANIES AND BRANDS

Market maturity is key for top brands to grow Consumer engagement helps LEGO take the lead Local licensing finds success at home Pandemic proves to be challenging for many top brands Mattel in Asia Pacific Hasbro in Asia Pacific

FORECAST PROJECTIONS

Largest traditional toys and games markets in Asia Pacific Traditional toys and games powerhouse Forecast growth to be driven by India, Indonesia and the Philippines Southeast Asia remains the market with most potential Southeast Asia remains the market with most potential

COUNTRY SNAPSHOTS

China: Market context China: Competitive and retail landscape Japan: Market context Japan: Competitive and retail landscape South Korea: Market context South Korea: Competitive and retail landscape India: Market context India: Competitive and retail landscape Indonesia: Market context Indonesia: Competitive and retail landscape Thailand: Market context Thailand: Competitive and retail landscape Taiwan: Market context Taiwan: Competitive and retail landscape Philippines: Market context Philippines: Competitive and retail landscape Hong Kong, China: Market context Hong Kong, China: Competitive and retail landscape Malaysia: Market context

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