

# Toys and Games in Asia Pacific

August 2023

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Scope

Key findings

## REGIONAL OVERVIEW

Video games now very much the dominant force in overall toys and games

Asia Pacific houses the biggest regional toys and games market

Positive growth expected after the dip in sales seen in 2022

Video games strongly outselling traditional toys in games in most markets

India leads the way in terms of video games growth over 2017-2022

Video games responsible for all the new sales added in toys and games in 2017-2022

Issuing of fewer video game licences and COVID-19 hit Chinese toys and games sales in 2022

Trading card craze helps games and puzzles to continue recording strong growth in Japan

E-commerce the dominant channel for sales of toys and games

Most video games sales, particularly software, are now through the online channel

Specialist outlets still have a role to play in traditional toys and games

## LEADING COMPANIES AND BRANDS

Increasing concentration in China, the region's major market

Top three players gaining share over 2017-2022

China the main revenue generator for more than half of the top 10 players

Pop Mart's upward movement flatlines in recent years after earlier dynamism

## FORECAST PROJECTIONS

Growth expected throughout the forecast period for Asia Pacific's toys and games market

Forecast period growth to be slower than in 2017-2022 due to Chinese regulations

India and Indonesia expected to see dynamic growth over the forecast period

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong , China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

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Thailand: Competitive and Retail Landscape

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