



Euromonitor
International

Toys and Games in Taiwan, China

August 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toys and Games

INDUSTRY PERFORMANCE

Mobile-First Spending Transforms Digital Entertainment and Eclipses Physical Play

Supercell Converts Mobile Gamers into Frequent Spenders with Live Services

Chart 2 - Supercell Turns Taiwan's Casual Players into Frequent Spenders through Familiar Payment Rails

Pop Mart's Labubu and Plantoys Reshape Demand through Emotion and Trust

Chart 3 - Plantoys Wins Taiwan's Stricter Parents with Reclaimed Rubberwood and Developmental Design

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile Game Publishers Anticipated to Drive Double-Digit Growth with Live Services

Adult Collectors and Mindful Parents Expected to Reshape Premium Toy Demand

Digital Discovery and Local Payment Set to Transform Purchase and Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nintendo Phutun Co Ltd and Epic Games Inc Sustain Leadership as Collectible Launches Fuel Premium Play

Chart 8 - Analyst Insight for Toys and Games

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Digital Storefronts Drive Video Games Sales as E-Commerce Outpaces Physical Retail

Pop Mart's Roboshops and Brand Pop-Ups Blend Experience and Scarcity to Drive Demand

Chart 11 - Retail Channels 2020-2025

PRODUCTS

Drop Mechanics and Experiential Retail Steer Innovation

Nintendo Switch 2 and Labubu Secret Editions Highlight Recent Innovation

Chart 12 - Pop Mart's Labubu Builds a Taiwan Footprint, From a Ximending Flagship to Island-Wide Roboshops

Business Impact Concentrates Value and Reshapes Retail

ECONOMIC CONTEXT

Chart 13 - Economic Context for Toys and Games

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Toys and Games

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Traditional Toys and Games in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Traditional Toys and Games Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Traditional Toys and Games

INDUSTRY PERFORMANCE

Lego Drives Premium Play for Adults as Child Population Shrinks

Chart 21 - Lego's Botanicals and Experiential Retail Drive Taiwan, China's Adult-Collector Demand

Plant toys and Transparent Safety Standards Win Trust with Values-Led Families

Chart 22 - Plant toys Wins Taiwan, China's Stricter Parents with Reclaimed Rubberwood and Developmental Design

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Adult Collectors and Kidult Demand Anticipated to Reshape Premium Toy Sales

Plant toys and Transparent Safety Standards Expected to Drive Values-Led Purchasing

Chart 25 - Analyst Insight for Traditional Toys and Games

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lego Hong Kong Ltd and Bandai (Taiwan) Co Ltd Reinforce Collector Leadership as Shares Remain Concentrated

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Pop Mart's Roboshops Blend Physical Experience with Digital Hype

Pop Mart's Roboshops Blend Physical Experience with Digital Hype

Chart 30 - Retail Channels 2020-2025

PRODUCTS

Display-Grade Design and Sustainable Materials Steer Innovation

Pop Mart and Plant toys Exemplify Recent Product Innovation

Chart 31 - Pop Mart's Labubu Builds a Taiwan Footprint, From a Ximending Flagship to Island-Wide Roboshops

Business Impact Concentrates Value in Premium and Trusted Formats

ECONOMIC CONTEXT

Chart 32 - Economic Context for Traditional Toys and Games

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Traditional Toys and Games

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Video Games Summary

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Video Games

INDUSTRY PERFORMANCE

Soft Star and Mad Head Shift Play to Digital Storefronts

Supercell Drives Recurring Spend through Battle Pass Innovation

Chart 40 - Supercell Turns Taiwan, China's Casual Players into Frequent Spenders through Familiar Payment Rails

Nintendo'S Switch 2 Rally Highlights Premium Hardware Loyalty

Chart 41 - Switch 2'S Taiwan, China Launch Draws Dedicated Gamers Despite Mobile's Dominance

Chart 42 - Value Sales 2020-2030

Chart 43 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile Publishers Expected to Convert Casual Players into Frequent Spenders with Live-Service Models

Recurring Digital Spend in Software Set to Outpace Hardware as Access Broadens

Frictionless Digital Access and Localised Content Anticipated to Shape Future Monetisation Strategies

Chart 44 - Forecast Value Sales 2020-2030

Chart 45 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nintendo Phutun Co Ltd Leverages Hybrid Hardware Launch to Anchor Premium Demand

Chart 46 - Analyst Insight for Video Games

Chart 47 - Company Shares 2025

Chart 48 - Brand Shares 2025

CHANNELS

App Stores and Console Storefronts Shift Software Sales Online

Digital Payment Habits Drive Recurring Spend on In-Game Content

Chart 49 - Retail Channels 2020-2025

PRODUCTS

Franchise Extensions and Localised Content Drive Innovation

Soft Star and Mad Head Illustrate Localised Digital-First Innovation

Chart 50 - Soft Star Now Reaches Players across Pc and Mobile through Digital Storefronts and Downloads

Business Impact Rebalances Revenue toward Recurring Spend

ECONOMIC CONTEXT

Chart 51 - Economic Context for Video Games

Chart 52 - Real Gdp Growth 2020-2030

Chart 53 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 54 - Consumer Context for Video Games

Chart 55 - Population 2020-2030

Chart 56 - Consumer Expenditure 2020-2030

Chart 57 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-taiwan-china/report.