EXECUTIVE SUMMARY

Toys and games in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for toys and games?

MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Science/educational continues to gain popularity with local consumers
Digitalisation of play increasingly important in all traditional toys and games
Blind collectables continue to draw in new audiences

PROSPECTS AND OPPORTUNITIES

Positive outlook for traditional toys and games due to border reopening
“Kidult” demand will lead to increase in crossover events between toys and mainstream retail
Physical stores more important as interactive and unique experiences attract customers

CATEGORY DATA

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Video Games in Hong Kong, China

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Further growth for Nintendo Switch as major IP games perform beyond expectations
Positive performances for PlayStation and Xbox Series X due to supply limits being lifted
Slowing sales for AR/VR headsets despite new product release as metaverse usage declines

PROSPECTS AND OPPORTUNITIES

Logitech/Steam Deck releases show promise for competition in static consoles
Commercial success of The Super Mario Bros. Movie opens gateway to future collaborative video game films
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CATEGORY DATA

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