

Changing Consumer Perceptions of Toys and Games in Asia Pacific

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Scope

Key findings

MARKET OUTLOOK IN ASIA PACIFIC

Video games seeing rapid growth globally

Traditional toys and games expected to continue to grow over the forecast period

Market overview

Asia Pacific: Video games forecast to grow faster than traditional toys and games

Household spending on traditional toys and games is very low in Asia Pacific

Asia's contrasting halves: Developed markets outspending the rest

Spending in Malaysia and Indonesia strongly orientated towards video games

Pretty trumps play – consumers are spending more on clothes than toys

Key traditional toys and games struggling to maintain strong growth

WHY ARE TOYS VIEWED NEGATIVELY?

Why are toys viewed negatively?

Household expenditure on education is higher in Asia Pacific than in Western Europe

Education is seen as a way to break the poverty cycle and practical degrees are preferred

Obsession with academic success seems justified as younger workers are earning more

Asia Pacific has the largest singleton population

Small household size makes playing less fun

Two legs good, four legs better – more pets than young children

Income levels in Asia Pacific still lag Western Europe, except Hong Kong and Singapore

Share of household expenditure on necessities is high in Asia Pacific

Stigma on buying used products despite lower income

CHANGING THE PERCEPTION

Blurring line between open-ended and close-ended toys (creative vs purpose)

Upselling the importance of creativity in the age of AI

Emotional intelligence in a society characterised by academically educated children

Work-life balance as important as high salary and job security

Kidults are buying toys to relive their lost childhoods

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