



Euromonitor
International

Toys and Games in Asia Pacific

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REGIONAL OVERVIEW

Video games continue expanding their share of overall toys and games sales

Asia Pacific remains the biggest regional toys and games market

Asia Pacific returns to recording positive growth in 2023 after the dip in sales in 2022

Video games strongly outselling traditional toys in games in Asia Pacific

Games and puzzles still seeing dynamic growth in Japan in 2023

Video games responsible for all the new sales added in toys and games in 2018-2023

Chinese toys and games sales record a strong rebound in 2023

Kidults and gender-neutral toys among the trends being seen in South Korea

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

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

LEADING COMPANIES AND BRANDS

Concentration process slows in China, with Tencent and LEGO losing share in 2023

NetEase continues making gains in 2023

China is the main revenue generator for half of the top 10 players

PlayStation makes share gains on the top two of Nintendo and Lego

FORECAST PROJECTIONS

Positive if gradually slowing growth expected for Asia Pacific's toys and games market

Cross-platform games expected to provide additional sales opportunities for mobile games

South Korean companies targeting global expansion in the video games industry

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Thailand: Competitive and Retail Landscape

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