

Toys and Games in Taiwan

Market Direction | 2022-06-15 | 30 pages | Euromonitor

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Report description:

Video games dwarf traditional toys and games in Taiwan in terms of retail value sales. Moreover, video games are far more dynamic, with the category's annual rate of growth in retail constant value sales (2021 prices) more than doubling in 2021. Pandemic-related restrictions on movement were the main driver of this, as it led local consumers to look for more ways to entertain themselves and their families at home.

Euromonitor International's Toys and Games in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toys and Games market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DISCLAIMER

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TRADITIONAL TOYS AND GAMES IN TAIWAN

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VIDEO GAMES IN TAIWAN

KEY DATA FINDINGS

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2021 DEVELOPMENTS

COVID-19 restrictions drive dynamic growth

Facilitated by more powerful smartphones and faster internet, mobile gaming is now dominant

Government begins to warm to video games

PROSPECTS AND OPPORTUNITIES

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