

## **Toys and Games in China**

Market Direction | 2023-05-26 | 32 pages | Euromonitor

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### **Report description:**

Traditional toys and games and video games each recorded a high single-digit current value decline in 2022, due to the spread of the Omicron variant of COVID-19. For traditional toys and games, current value sales plummeted drastically as offline traffic faced great fluctuations in line with the on-and-off lockdown measures in all major metropolitan areas of China throughout the year. Declining consumer confidence and shrinking disposable incomes were also not good news, resulting in a general c...

Euromonitor International's Toys and Games in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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Sharp decline for traditional toys and games due to tight pandemic-related controls  
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## 2022 DEVELOPMENTS

Video games suffers its first decline for many years

Volume sales of video games hardware continue to decline due to supply shortages and weak demand

miHoYo increases its share and takes third place in video games, behind Tencent and NetEase

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