

Toys and Games in Indonesia

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

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Report description:

Traditional toys and games continued to see a strong recovery in 2022 after the heavy losses seen in 2020 as a result of the pandemic. Consumer confidence seems to be returning which encouraged more people to purchase branded toys, while they also had the freedom to go back to shopping in store when looking for toys and games. Incomes slowly recovered to pre-pandemic levels in the post lockdown period with the country benefiting from an increase in economic activity and the return of inbound tou...

Euromonitor International's Toys and Games in Indonesia 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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