

Toys and Games in Malaysia

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

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Report description:

Malaysia saw the full lifting of COVID-19 related restrictions in 2022, with the reopening of the economy and international borders. Local consumers were no longer confined to their homes and were able to move freely. This boosted spending on travel and tourism and led to lower spending on toys and games. In addition, as consumers came out of lockdown restrictions and faced high rates of inflation, many looked to limit their spending on non-essential items, such as video games hardware, which ar...

Euromonitor International's Toys and Games in Malaysia 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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TRADITIONAL TOYS AND GAMES IN MALAYSIA

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IP and kidults drive demand in action figures, dolls and accessories, construction and model vehicles
Scientific/educational toys lead category growth
Traditional toys and games stores remain the main channel, while e-commerce sales continues to grow

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KEY DATA FINDINGS

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2022 DEVELOPMENTS

Mobile games a key driver in video games spending

Static consoles and handheld consoles showing signs of decline

Brick-and-mortar local video games stores riding on strong walk-in preference of local gamers

PROSPECTS AND OPPORTUNITIES

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