

## **Toys and Games in Taiwan**

Market Direction | 2023-05-26 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

In 2022, the toys and games industry in Taiwan experienced a less robust expansion in terms of current value growth as compared to the previous year. This was largely thanks to a decline in consumer purchasing power, triggered by austerity measures and apprehension regarding potential inflationary spikes as a result of static wage rates. These economic uncertainties caused a ripple effect within toys and games, with key players including manufacturers, distributors and retailers showing a retice...

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 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Toys and Games in Taiwan  
Euromonitor International  
May 2023

List Of Contents And Tables

### **TOYS AND GAMES IN TAIWAN**

#### **EXECUTIVE SUMMARY**

Toys and games in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for toys and games?

#### **MARKET DATA**

Table 1 Sales of Toys and Games by Category: Value 2017-2022  
Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022  
Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022  
Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022  
Table 5 Distribution of Toys and Games by Format: % Value 2017-2022  
Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027  
Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **TRADITIONAL TOYS AND GAMES IN TAIWAN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Traditional toys and games sees reduced growth in 2022  
E-commerce growth slows down  
Players shift focus to older consumers  
PROSPECTS AND OPPORTUNITIES  
Bandai Taiwan set to stay ahead of the rest  
Steady performance forecast for LEGO  
Online marketing will continue to rise, fuelling further growth

#### **CATEGORY DATA**

Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022  
Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022  
Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022  
Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022  
Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022  
Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022  
Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027  
Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027  
Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

### **VIDEO GAMES IN TAIWAN**

#### **KEY DATA FINDINGS**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 2022 DEVELOPMENTS

Console growth drives rise in video games

Rising support for video games from local governments

## PROSPECTS AND OPPORTUNITIES

Nintendo Switch set to see further success

Mobile games will continue to gain value share

Players likely to invest more in collaborative partnerships

## CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2017-2022

Table 18 Sales of Video Games by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Video Games: % Value 2018-2022

Table 20 LBN Brand Shares of Video Games: % Value 2019-2022

Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022

Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022

Table 24 Distribution of Video Games by Format: % Value 2017-2022

Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022

Table 26 □Distribution of Video Games Software by Format: % Value 2017-2022

Table 27 □Distribution of Video Games Software (Physical) by Format: % Value 2017-2022

Table 28 □Distribution of Video Games Software (Digital) by Format: % Value 2017-2022

Table 29 □Forecast Sales of Video Games by Category: Value 2022-2027

Table 30 □Forecast Sales of Video Games by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Toys and Games in Taiwan

Market Direction | 2023-05-26 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com