

## **Toys and Games in Thailand**

Market Direction | 2023-05-26 | 30 pages | Euromonitor

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### **Report description:**

Retail sales of toys and games saw a slowdown in growth in constant value terms in 2022. Demand was hampered by a continued decline in the national birth rate, which was reportedly the lowest in 71 years. The economic crisis, exacerbated by the pandemic and the war in Ukraine, caused many Thais to think twice about having children. With inflation climbing steadily, rising prices impacted household budgets. This had a particular impact on poorer, rural households, for whom a high proportion of in...

Euromonitor International's Toys and Games in Thailand 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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Sales of traditional toys and games decline in 2022, within context of a falling national birth rate  
Kidult and blind collectable trends are key drivers of growth  
Continued shift towards e-commerce, although growth slows in 2022

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## 2022 DEVELOPMENTS

Buoyant performance for video games in 2022, with static consoles seeing an uplift, thanks to launch of new models

Mobile games continue to dominate sales

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