

## **Traditional Toys and Games in Hong Kong, China**

Market Direction | 2023-05-26 | 18 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The popularity of scientific/educational toys continued to grow amongst local consumers in 2022, with a double-digit current value increase seen in this year. These types of toys are designed to be both educational and entertaining, and encompass a broad range of academic topics. They have proven to be popular with families looking to bolster their children's academic abilities while also allowing them to have fun, especially in Hong Kong, where academic standards are extremely high. The recent...

Euromonitor International's Traditional Toys and Games in Hong Kong, 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: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Traditional 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,

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

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

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

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.

## **Table of Contents:**

Traditional Toys and Games in Hong Kong, China  
Euromonitor International  
May 2023

List Of Contents And Tables

### **TRADITIONAL TOYS AND GAMES IN HONG KONG, CHINA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Scientific/educational toys are popular amongst local consumers

Digitalisation of play increasingly important in all categories

Blind box collectibles continue to draw in new audiences

#### **PROSPECTS AND OPPORTUNITIES**

"Kidult" demand will lead to an increase in crossover events between toys and mainstream retail

Traditional toys and games to maintain solid growth due to border reopening

Physical stores more important, as interactive and unique experiences attract customers

#### **CATEGORY DATA**

Table 1 Sales of Traditional Toys and Games by Category: Value 2017-2022

Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022

Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022

Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022

Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022

Table 6 Distribution of Traditional Toys and Games by Format: % Value 2017-2022

Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027

Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

### **TOYS AND GAMES IN HONG KONG, CHINA**

#### **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 10 Sales of Toys and Games by Category: Value 2017-2022

Table 11 Sales of Toys and Games by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Toys and Games: % Value 2018-2022

Table 13 LBN Brand Shares of Toys and Games: % Value 2019-2022

Table 14 Distribution of Toys and Games by Format: % Value 2017-2022

Table 15 Forecast Sales of Toys and Games by Category: Value 2022-2027

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

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

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

www.scotts-international.com

## SOURCES

### Summary 1 Research Sources

**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)

**Traditional Toys and Games in Hong Kong, China**

Market Direction | 2023-05-26 | 18 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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="2026-02-22"/>
		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