

Toys and Games in South Korea

Market Direction | 2023-05-31 | 34 pages | Euromonitor

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Report description:

Following several years of double-digit current value growth due to the pandemic and subsequent home seclusion, toys and games recorded a notable slowdown in 2022, with traditional toys and games experiencing a decline. Nevertheless, as many consumers continued to spend time at home, despite an easing of restrictions during the year, value sales of traditional toys and games remained higher than pre-pandemic levels, with parents eager to ensure that their children spent time away from digital de...

Euromonitor International's Toys and Games in South Korea 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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DISCLAIMER

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TRADITIONAL TOYS AND GAMES IN SOUTH KOREA

KEY DATA FINDINGS

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Increasing number of factors negatively impact sales of traditional toys and games in South Korea
E-commerce continues to gain share, driven by convenience, competitive prices and subscription services
E-commerce continues to erode retail offline's share

PROSPECTS AND OPPORTUNITIES

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VIDEO GAMES IN SOUTH KOREA

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Expanding overseas by focusing on cross-play services is major strategy by domestic producers of video games

Category players look to improve ESG ratings

Limited share for other channels due to dominance of e-commerce

PROSPECTS AND OPPORTUNITIES

Slowing growth due to maturity in local market will intensify competition within subscription services

Players look to expand reach by launching "comprehensive content"

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