

Traditional Toys and Games in South Korea

Market Direction | 2023-05-31 | 21 pages | Euromonitor

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Report description:

Boosted during the pandemic due to prolonged home seclusion, sales of traditional toys and games declined in 2022 as South Korea reopened in line with an easing of restrictions. Nevertheless, a number of other factors contributed to this trend towards the end of the review period. An increase in shipping and logistics costs have resulted in rising retail prices, reducing the frequency of purchase, while ensuring that despite overall declines, the value of traditional toys and games remained high...

Euromonitor International's Traditional 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: 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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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

Local parents look to offset digital exposure by stimulating children's minds with traditional toys and games

Combining play, education and AI to become increasing focus by tech developers

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