

## **Toys and Games in the Philippines**

Market Direction | 2023-09-05 | 30 pages | Euromonitor

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### **Report description:**

Traditional toys and games saw a second year of modest growth in constant value terms in 2022, following a plunge in demand in 2020. Sales were boosted by improved economic conditions, as the country emerged from the COVID-19 pandemic. With the easing of movement restrictions, retail outlets within shopping malls reopened for business, which supported impulse purchases. In addition, the return of toy conventions, such as ToyCon, were also crucial in driving sales of traditional toys and games in...

Euromonitor International's Toys and Games in Philippines 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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Scientific/educational toys continue to lead growth  
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## 2022 DEVELOPMENTS

Healthy performance in 2022, with mobile games dominating sales

Recovery for video games hardware, although supply shortages remain

ByteDance Ltd continues to dominate the market, while miHoYo Co gains traction

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