

## **Indonesia Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-13 | 38 pages | MarketLine

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### **Report description:**

Indonesia Toys and Games Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Toys & Games Retail in Indonesia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The Indonesian toys & games market had total revenues of \$1,549.6 million in 2022, representing a compound annual growth rate (CAGR) of 2.6% between 2017 and 2022.
- Indonesia's continued economic growth has created an enlarged middle class with increased spending power, leaving more disposable income to spend on toys and games. For instance, according to the World Bank, 52 million Indonesians are sometimes called the concrete middle class.
- The Indonesian toys & games market witnessed moderate growth in the market of 2.4% in 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Indonesia

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Indonesia
- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Indonesia toys & games retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Indonesia toys & games retail market by value in 2022?
- What will be the size of the Indonesia toys & games retail market in 2027?
- What factors are affecting the strength of competition in the Indonesia toys & games retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Indonesia's toys & games retail market?

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