

Toys and Games in China

Market Direction | 2024-05-16 | 31 pages | Euromonitor

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Report description:

Following the decline during the pandemic and lockdown period in 2022, a current value resurgence was witnessed for toys and games in China in 2023, with growth for both traditional toys and games and video games. The lifting of lockdown policies facilitated the rapid restoration of offline business, which positively impacted toys and games. Moreover, with the normalisation of work and life routines, there was a partial rebound in consumer confidence. Despite persistent uncertainties surrounding...

Euromonitor International's Toys and Games in 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 2019-2023, 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 2028 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 CHINA

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In 2023, traditional toys and games in China experiences a strong rebound, especially trendy and collectible toys
Changing demographics in China result in falling sales of baby and infant toys
Traditional toys and games stores regains vitality following the complete lifting of COVID-19 restrictions in China

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2023 DEVELOPMENTS

Lockdown lifting and normalisation of new game licenses drive value growth in video games

Console hardware and software see rebounds in the post-pandemic era

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