

## Toys and Games in Japan

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

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### **Report description:**

Toys and games in Japan saw low current value growth in 2023, with increases for both traditional toys and games and video games. In traditional toys and games, games and puzzles continued to be the largest category. It accounted for less than a fifth of sales in traditional toys and games a decade ago, in 2013, but in 2023 it accounted for more than a third of sales. In particular, sales of trading card games, mainly led by Pokemon cards, have been growing rapidly over the last few years. In ad...

Euromonitor International's Toys and Games in Japan 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.

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