

Toys and Games in Japan

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Toys and Games in Japan
Euromonitor International
May 2024

List Of Contents And Tables

TOYS AND GAMES IN JAPAN

EXECUTIVE SUMMARY

Toys and games in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for toys and games?

MARKET DATA

Table 1 Sales of Toys and Games by Category: Value 2018-2023
Table 2 Sales of Toys and Games by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Toys and Games: % Value 2019-2023
Table 4 LBN Brand Shares of Toys and Games: % Value 2020-2023
Table 5 Distribution of Toys and Games by Format: % Value 2018-2023
Table 6 Forecast Sales of Toys and Games by Category: Value 2023-2028
Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

TRADITIONAL TOYS AND GAMES IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adults and ota-katsu-led traditional toys and games
One Piece Card Game pushes Bandai further ahead
The positive and negative impacts of trading card games

PROSPECTS AND OPPORTUNITIES

Driving the adult-led market in the longer term
"Pure toys" may need revitalisation to survive

CATEGORY DATA

Table 8 Sales of Traditional Toys and Games by Category: Value 2018-2023
Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023
Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023
Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2019-2023
Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023
Table 13 Distribution of Traditional Toys and Games by Format: % Value 2018-2023
Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028
Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028
Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

VIDEO GAMES IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hardware sells well, while software struggles

Dynamism for AR/VR headsets

Mobile games stagnates

PROSPECTS AND OPPORTUNITIES

Social activities by video games manufacturers in various forms

Mario and Pokemon likely to expand coverage

CATEGORY DATA

Table 17 Sales of Video Games by Category: Value 2018-2023

Table 18 Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Video Games: % Value 2019-2023

Table 20 LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 Distribution of Video Games by Format: % Value 2018-2023

Table 25 Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 □Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 □Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 □Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 □Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 □Forecast Sales of Video Games by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Toys and Games in Japan

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com