

Toys and Games in Malaysia

Market Direction | 2024-05-16 | 32 pages | Euromonitor

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Report description:

The toys and games market witnessed current value growth in Malaysia in 2023. Construction and action figures were the two largest categories in traditional toys and games, with action figures proving to be a key growth driver during the year. IP played a key role in the expansion of action figures, as well as supporting the growth of the dolls and accessories, and construction categories, thanks to movies such as The Super Mario Bros Movie, Guardian of the Galaxy Vol 3, Transformers: Rise of th...

Euromonitor International's Toys and Games in Malaysia 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 MALAYSIA

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Kidults and IP support demand for action figures, and dolls and accessories
Pop Mart's hype continues to spread in the country
E-commerce sales on the rise while traditional toys and games stores take large share

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VIDEO GAMES IN MALAYSIA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Sony's static console aids growth in video games hardware

Console games (digital) and mobile games key drivers in video games category

E-sports gaining in popularity as it turns mainstream

PROSPECTS AND OPPORTUNITIES

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