

Toys and Games in Taiwan

Market Direction | 2024-05-29 | 32 pages | Euromonitor

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Report description:

Toys and games in Taiwan witnessed a slower increase in retail current value sales in 2023, compared to 2022. This was the first full year without COVID-19 restrictions, as Taiwan reopened its national border near the end of 2022. Many consumers socialised outside the home in Taiwan and/or resumed outbound travel. This inevitably resulted in less money invested in traditional toys and games, especially compared to the demand to cope with the exigencies of the pandemic lockdown period. Meanwhile,...

Euromonitor International's Toys and Games in Taiwan 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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2023 DEVELOPMENTS

Strong retail value growth in 2023 as video games remain highly popular entertainment options

Widespread internet access contributes to a shift to digital

Local governments offer support to video games but concerns remain

PROSPECTS AND OPPORTUNITIES

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