

## **Toys & Games Retail in Japan**

Industry Report | 2024-08-16 | 36 pages | MarketLine

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### **Report description:**

Toys & Games Retail in Japan

#### Summary

Toys & Games Retail in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The toys & games market includes retail sales of action figures, activity toys, dolls, games, infant and baby toys, miniature models, plush toys, puzzles, ride-on model toys, and toy vehicles.
- The Japanese toys & games retail market recorded revenues of \$5,195.9 million in 2023, representing a negative compound annual growth rate (CAGR) of 0.7% between 2018 and 2023.
- The toys & games segment accounted for the market's largest proportion in 2023, with total revenues of \$5,195.9 million, equivalent to 100% of the market's overall value.
- Japan accounted for 12.6% of the Asia-Pacific toys & games market in 2023.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the toys & games retail market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Japan
- Leading company profiles reveal details of key toys & games retail market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Japan toys & games retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Japan toys & games retail market by value in 2023?
- What will be the size of the Japan toys & games retail market in 2028?
- What factors are affecting the strength of competition in the Japan toys & games retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Japan's toys & games retail market?

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