

## **Toys & Games Retail in Asia-Pacific**

Industry Report | 2025-10-16 | 36 pages | MarketLine

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### **Report description:**

Toys & Games Retail in Asia-Pacific

#### Summary

Toys & Games Retail in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- 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 Asia-Pacific toys & games retail market recorded revenues of \$42,757.7 million in 2024, representing a compound annual growth rate (CAGR) of 1.9% between 2019 and 2024.
- Other specialist retail account for the largest proportion of sales in the Asia-Pacific toys & games retail market in 2024, sales through this channel generated \$22,075.9 million, equivalent to 51.6% of the market's overall value.
- China accounted for the largest share of 57.2% of the Asia-Pacific toys & games retail market in 2024.

#### 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 Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the toys & games retail market in Asia-Pacific
- 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 Asia-Pacific toys & games retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Asia-Pacific toys & games retail market by value in 2024?
- What will be the size of the Asia-Pacific toys & games retail market in 2029?
- What factors are affecting the strength of competition in the Asia-Pacific toys & games retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Asia-Pacific's toys & games retail market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Geography segmentation

###### 1.4. Market rivalry

###### 1.5. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

##### 4 Market Segmentation

###### 4.1. Geography segmentation

###### 4.2. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

##### 7 Competitive Landscape

###### 7.1. Who are the leading players?

###### 7.2. What are the strengths of the leading players?

###### 7.3. What are the recent developments in the market?

##### 8 Company Profiles

###### 8.1. Pop Mart International Group Ltd

###### 8.2. Lego AS

###### 8.3. Toys R Us ANZ Ltd

###### 8.4. Bandai Namco Holdings Inc

##### 9 Macroeconomic Indicators

###### 9.1. Country data

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## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. Related MarketLine research

### 10.4. About MarketLine

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