

Toys & Games Retail in Japan

Industry Report | 2025-10-16 | 35 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 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 Japanese toys & games retail market recorded revenues of \$5,192.4 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.3% between 2019 and 2024.
- Other specialist retail account for the largest proportion of sales in the Japanese toys & games retail market in 2024, sales through this channel generated \$1,823.5 million, equivalent to 35.1% of the market's overall value.
- Japan accounted for a share of 12.1% 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 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

Reasons to Buy

- What was the size of the Japan toys & games retail market by value in 2024?
- What will be the size of the Japan toys & games retail market in 2029?
- 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?
- What are the main segments that make up Japan's toys & games retail market?

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