

# World Market for Toys and Games

June 2023

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#### INTRODUCTION

Scope

Examining five trends shaping toys and games

#### STATE OF THE INDUSTRY

Toys and games has a lot more potential to grow

Digital content will drive sales of toys and games over the forecast period

South Koreans have an insatiable appetite for video games

India's new legislation will drive strong forecast period growth

Traditional toys and games has room for growth despite the popularity of video games

Video games growth powered by mobile games and online games and subscriptions

Tencent is king especially amongst casual gamers in Asia Pacific

Traditional toys and games to exceed pandemic high in 2026

Collectors building an empire brick-by-brick in construction

Barbie's silver screen debut in 2023 will rekindle love for dolls

Digital content helps popular franchises gain shares in games and puzzles

Film franchises keep superheroes flying high

Console manufacturers keen to grow their recurring revenues

Stores are still a critical channel for toys and games sales despite the rise of e-commerce

Grocery retailers withstand the onslaught of e-commerce in traditional toys and games

#### LEADING COMPANIES AND BRANDS

Video game companies dominate

Tencent and NetEase expected to continue to struggle outside of China

Barbie, American Girl and Hot Wheels remain Mattel's valuable franchises

Mattel's projected growth areas

Games and puzzles and action figures account for more than half of Hasbro's sales

Hasbro's projected growth areas

Playing nice - Mattel and Hasbro enter into licensing agreements

Licensing agreement plays into the strengths of the two companies

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping toys and games

Escalating price drives forecast growth

An entertainment era begins

Subscription triumphs over ownership

Smart toys for companionship

Toys go green – parents and non-parents have slightly different priorities

## MARKET SNAPSHOTS

Global snapshot of video games

Global snapshot of traditional toys and games

Regional snapshot: Asia Pacific Regional snapshot: Australasia

Regional snapshot: Eastern Europe

Regional snapshot: Latin America

Regional snapshot: Middle East and Africa

Regional snapshot: North America Regional snapshot: Western Europe

### **APPENDIX**

Definitions

## About Euromonitor International

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