

Toys and Games in Taiwan

May 2023

Table of Contents

Toys and Games in Taiwan

EXECUTIVE SUMMARY

Toys and games in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for toys and games?

MARKET DATA

- Table 1 Sales of Toys and Games by Category: Value 2017-2022
- Table 2 Sales of Toys and Games by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Toys and Games: % Value 2018-2022
- Table 4 LBN Brand Shares of Toys and Games: % Value 2019-2022
- Table 5 Distribution of Toys and Games by Format: % Value 2017-2022
- Table 6 Forecast Sales of Toys and Games by Category: Value 2022-2027
- Table 7 Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional toys and games sees reduced growth in 2022

E-commerce growth slows down

Players shift focus to older consumers

PROSPECTS AND OPPORTUNITIES

Bandai Taiwan set to stay ahead of the rest

Steady performance forecast for LEGO

Online marketing will continue to rise, fuelling further growth

CATEGORY DATA

- Table 8 Sales of Traditional Toys and Games by Category: Value 2017-2022
- Table 9 Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022
- Table 10 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022
- Table 11 NBO Company Shares of Traditional Toys and Games: % Value 2018-2022
- Table 12 LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022
- Table 13 Distribution of Traditional Toys and Games by Format: % Value 2017-2022
- Table 14 Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027
- Table 15 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027
- Table 16 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

Video Games in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Console growth drives rise in video games

Rising support for video games from local governments

PROSPECTS AND OPPORTUNITIES

Nintendo Switch set to see further success

Mobile games will continue to gain value share

Players likely to invest more in collaborative partnerships

CATEGORY DATA

- Table 17 Sales of Video Games by Category: Value 2017-2022
- Table 18 Sales of Video Games by Category: % Value Growth 2017-2022
- Table 19 NBO Company Shares of Video Games: % Value 2018-2022
- Table 20 LBN Brand Shares of Video Games: % Value 2019-2022
- Table 21 NBO Company Shares of Video Games Hardware: % Value 2018-2022
- Table 22 LBN Brand Shares of Video Games Hardware: % Value 2019-2022
- Table 23 NBO Company Shares of Video Games Software: % Value 2018-2022
- Table 24 Distribution of Video Games by Format: % Value 2017-2022
- Table 25 Distribution of Video Games Hardware by Format: % Value 2017-2022
- Table 26 Distribution of Video Games Software by Format: % Value 2017-2022
- Table 27 Distribution of Video Games Software (Physical) by Format: % Value 2017-2022
- Table 28 Distribution of Video Games Software (Digital) by Format: % Value 2017-2022
- Table 29 Forecast Sales of Video Games by Category: Value 2022-2027
- Table 30 Forecast Sales of Video Games by Category: % Value Growth 2022-2027

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toys-and-games-in-taiwan/report.