

# Toys and Games in Singapore

May 2024

Table of Contents

## Toys and Games in Singapore

### EXECUTIVE SUMMARY

Toys and games in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for toys and games?

### MARKET DATA

Table 1 - Sales of Toys and Games by Category: Value 2018-2023

Table 2 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 - Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 7 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Traditional Toys and Games in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Traditional toys and games stores retains its position as the main distribution channel

Blind collectibles are performing well

Consumers stretch their money as far as possible

#### PROSPECTS AND OPPORTUNITIES

Scientific/educational toys set to maintain growth

Companies may need a change in strategy to remain relevant

### CATEGORY DATA

Table 8 - Sales of Traditional Toys and Games by Category: Value 2018-2023

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

Table 15 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

## Video Games in Singapore

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Relaxing games for a relaxed mind

Consumers seek more for less

Digital formats dominate

## PROSPECTS AND OPPORTUNITIES

Anticipation of new consoles and new games titles  
VR gaming may still be waiting for mainstream adoption  
Mobile and online games set to continue to grow

## CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2018-2023  
Table 18 - Sales of Video Games by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Video Games: % Value 2019-2023  
Table 20 - LBN Brand Shares of Video Games: % Value 2020-2023  
Table 21 - NBO Company Shares of Video Games Hardware: % Value 2019-2023  
Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023  
Table 23 - NBO Company Shares of Video Games Software: % Value 2019-2023  
Table 24 - Distribution of Video Games by Format: % Value 2018-2023  
Table 25 - Distribution of Video Games Hardware by Format: % Value 2018-2023  
Table 26 - Distribution of Video Games Software by Format: % Value 2018-2023  
Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023  
Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023  
Table 29 - Forecast Sales of Video Games by Category: Value 2023-2028  
Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

## 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 focussing 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-singapore/report](https://www.euromonitor.com/toys-and-games-in-singapore/report).