

Traditional Toys and Games in South Korea

May 2024

Table of Contents

Traditional Toys and Games in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales of traditional toys and games shrink slightly overall in 2023, with growth for only half the categories

In-house intellectual property (IP) characters play a crucial role

Distributors and manufacturers target kids as this group expands

PROSPECTS AND OPPORTUNITIES

Traditional toys and games expected to see growth along with AI developments

C-commerce direct purchases to gain traction with their unbelievably low prices

E-commerce set to become the dominant distribution channel

CATEGORY DATA

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

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

Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

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

Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028

Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

Toys and Games in South Korea - Industry Overview

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

Table 11 - Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 13 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 14 - Distribution of Toys and Games by Format: % Value 2018-2023

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

Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/traditional-toys-and-games-in-south-korea/report.