

# Traditional Toys and Games in Japan

May 2024

Table of Contents

## Traditional Toys and Games in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Adults and ota-katsu-led traditional toys and games  
One Piece Card Game pushes Bandai further ahead  
The positive and negative impacts of trading card games

#### PROSPECTS AND OPPORTUNITIES

Driving the adult-led market in the longer term  
“Pure toys” may need revitalisation to survive

#### 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 Japan - 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-japan/report](http://www.euromonitor.com/traditional-toys-and-games-in-japan/report).