



Euromonitor
International

Toys and Games in Hong Kong, China

July 2025

Table of Contents

Toys and Games in Hong Kong, China

EXECUTIVE SUMMARY

Rising sales mainly driven by video games and kidult trend

KEY DATA FINDINGS

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games continues to drive overall industry sales

GameBear migrates to cloud, reducing latency and improving reporting

Chart 2 - GameBear's Nova Empire: Space Commander, Embraced by Over 10 Million Global Users

Kidult trend increases value of toys targeting adults

Chart 3 - Analyst Insight

WHAT'S NEXT?

Video games to drive future growth of toys and games

The need to expand target audience to drive sales in a market with declining birth rate

AI integration and increasing focus on STEM toys

COMPETITIVE LANDSCAPE

Concentration in competitive landscape declines, with Chinese brands making gains

52Toys targets IPO amid growing collectibles trend

Chart 4 - 52Toys Aims for Aggressive Expansion with New IPO Listing

FoloToy integrates AI chatbot with plush toys for interactive tutoring

CHANNELS

Retail e-commerce offers retailers wider reach due to cross-border platforms

HKTDC's Exhibition+ boosts retail connections, while GBA opens cross-border sales

ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2019-2029

Chart 6 - PEST Analysis in Hong Kong, China 2024

CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Hong Kong, China 2024

Chart 8 - Consumer Landscape in Hong Kong, China 2024

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kidults and collectibles help support sales of some traditional toys and games

Chart 9 - Key Trends 2024

INDUSTRY PERFORMANCE

Concerned parents aim to encourage their children to engage in creative play

Bloks Group benefits from kidult trend with successful IPO

Chart 10 - BloksGroup Achieves Over USD200 Million in First Public Offerings

Playmates Toys leverages nostalgia to maintain consumer engagement

Chart 11 - Re-Released TMNT Figurines Capitalises on Brand Recognition And Nostalgia

WHAT'S NEXT?

Slow growth for traditional toys and games but greater footfall from mainland can support demand

Toy manufacturers look to expand target audience due to low and falling birth rate

Chart 12 - Analyst Insight

The integration of AI and STEM toys to boost sales

COMPETITIVE LANDSCAPE

LEGO Group benefits from dominating construction, the largest category

52Toys targets kidults with blind boxes and designer collectibles

FoloToy integrates AI chatbots into plush toys for interactive learning

CHANNELS

Traditional toys and games stores remains important destination

HKTDC's Exhibition+ boosts retail connections, while GBA opens cross-border sales

COUNTRY REPORTS DISCLAIMER

[Video Games in Hong Kong, China](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Video games continues to be driven by digital content and subscription services

Chart 13 - Key Trends 2024

INDUSTRY PERFORMANCE

Video games returns to growth, supported by subscription services

GameBear reduces latency and reporting times using cloud services

Chart 14 - Analyst Insight

Tencent and NetEase use subscriptions to broaden access for gamers

Chart 15 - NetEase Reveals New Battle Royal Strategy with Mobile E-Sports Offerings

WHAT'S NEXT?

Video games software set to spearhead expansion

New consoles offer access to Steam libraries, boosting online games and subscriptions

Growth of mobile games and esports underpinned by government support

COMPETITIVE LANDSCAPE

Fragmented competitive landscape sees Chinese studios expanding globally via partnerships

Mad Catz launches N.E.K.O. arcade controller for fighting games

Genshin Impact and Pop Mart collaboration targets kidult trend

Chart 16 - Dress-Up Dreams collection From Genshin Impact Leveraging Kidult Trend

CHANNELS

Retail e-commerce strengthens its dominance as distribution channel

HP launches OMEN gaming laptop with AI cooling features, supporting digital computer games

COUNTRY REPORTS DISCLAIMER

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-hong-kong-china/report.