



Euromonitor
International

Toys and Games in Malaysia

July 2025

Table of Contents

EXECUTIVE SUMMARY

Kidults and video games drive sales amid inflation and falling fertility rates

KEY DATA FINDINGS

Chart 1 - Key Trends 2024

INDUSTRY PERFORMANCE

Strong growth for traditional toys and games, but video games dominates sales

Chart 2 - Analyst Insight

Monsta and Wau Animation drive innovation via cultural appeal and licensing

Chart 3 - Local Franchise Wau Animation Teams Up With Sembo Blocks To Target Youngsters

Affordable cloud gaming passes boost accessibility for local gamers

Chart 4 - Local Cloud Gaming Platform Nebula Offers 1000+ Games To Stream Instantly

WHAT'S NEXT?

Rising incomes to drive expansion of toys and games over the forecast period

Greater interest in STEM-based toys to foster learning through play

Millennials to help drive sales as local birth rates fall

COMPETITIVE LANDSCAPE

Competitive landscape led by video games companies

Boboiboy Galaxy and Ejen Ali benefit from licensed merchandise partnerships

Mattel adjusts production amid tariffs and capacity expansion

CHANNELS

Physical stores regain share as consumers enjoy in-person toy shopping

Impulse Gaming expands with new flagship store in Johore

ECONOMIC CONTEXT

Chart 5 - Real GDP Growth and Inflation 2019-2029

Chart 6 - PEST Analysis in Malaysia 2024

CONSUMER CONTEXT

Chart 7 - Key Insights on Consumers in Malaysia 2024

Chart 8 - Consumer Landscape in Malaysia 2024

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kidults, collectibles and STEM-based toys drive impressive growth

Chart 9 - Key Trends 2024

INDUSTRY PERFORMANCE

Pop Mart dolls and local anime help drive category sales

Chart 10 - Labubu Dolls Amasses Loyal Following Among Avid Malaysian Collectors

Parents favour sustainability and cultural relevance in toys and games

The Nurts leverages learn-and-play activities to enhance children's skills

Chart 11 - The Nurtz Supports Learn-And-Play Activities With Educational Toys and Games Kits

WHAT'S NEXT?

Overall positive outlook but category may struggle towards the end of the forecast period

Demand for educational toys shapes purchasing patterns

Kidults and collectibles trends to drive sales of dolls amid declining birth rate

Chart 12 - Analyst Insight

COMPETITIVE LANDSCAPE

New leader as competitive landscape becomes increasingly consolidated

Local anime and films drive licensing in action figures and games

Mattel reduces China toy production due to tariffs

CHANNELS

Physical retailers benefit from weekend visits to shopping centres

Further gains for retail e-commerce as it attracts consumers with competitive prices

Impulse Gaming expands physical presence with new stores

COUNTRY REPORTS DISCLAIMER

[Video Games in Malaysia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further shift towards digital content and rising interest in esports help drive video games

Chart 13 - Key Trends 2024

INDUSTRY PERFORMANCE

Mobile games drives growth within largest category of video games software

Chart 14 - Analyst Insight

Local developers cater to demand for culturally relevant games

Chart 15 - Kurechi Game Studio Incorporates Malaysia's Rich Cultural Diversity Into Its Games

Cloud gaming platforms offer flexible subscriptions and expand services

Some adults still invest in static consoles for leisure despite economic pressures

Chart 16 - Nintendo Event Encourages Parents And Children To Trail-Play And Compete For Fun

WHAT'S NEXT?

Disposable income growth set to drive future expansion of video games

Cloud gaming and AI to drive growth and shape consumer behaviour

Games with local elements and esports to see rising popularity

COMPETITIVE LANDSCAPE

Sony gains dominance of video games hardware with new PlayStation launch

Kurechii update features local culture; popular games achieve high satisfaction

Nintendo to launch upgraded Switch console to boost demand

CHANNELS

Retail e-commerce remains dominant due to popularity of digital games

Offline stores preferred for video game hardware purchases

Impulse Gaming expands retail presence with new flagship stores

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-malaysia/report.