



# Traditional Toys in Asia Pacific

August 2021

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## REGIONAL OVERVIEW

COVID-19 proves a setback for traditional toys growth in Asia Pacific

Pandemic creates more budget-conscious consumers

Mature markets benefited from the pandemic

Blind collectibles emerges to take the spotlight

Construction toys find popularity across all markets

Action figures loses battle against COVID-19

Action figures and dolls see increasing consumer awareness

COVID-19 erases strong historic performance in most categories

Construction toys creates a successful template for others

Traditional toys and games stores remain crucial

E-commerce campaigns help boost sales growth

Smartphones becomes the go-to channel for research

## LEADING COMPANIES AND BRANDS

Market maturity is key for top brands to grow

Consumer engagement helps LEGO take the lead

Local licensing finds success at home

Pandemic proves to be challenging for many top brands

Mattel in Asia Pacific

Hasbro in Asia Pacific

## FORECAST PROJECTIONS

Largest traditional toys and games markets in Asia Pacific

Traditional toys and games powerhouse

Forecast growth to be driven by India, Indonesia and the Philippines

Southeast Asia remains the market with most potential

Southeast Asia remains the market with most potential

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Japan: Competitive and retail landscape

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South Korea: Competitive and retail landscape

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