



Toys and Games in Japan

May 2024

Table of Contents

Toys and Games in Japan

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

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

Table 3 - NBO Company Shares of Toys and Games: % Value 2019-2023

Table 4 - LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 5 - Distribution of Toys and Games by Format: % Value 2018-2023

Table 6 - Forecast Sales of Toys and Games by Category: Value 2023-2028

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Traditional Toys and Games in Japan

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

Table 9 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023

Table 10 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023

Table 11 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023

Table 12 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023

Table 13 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023

Table 14 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028

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

Table 16 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

Video Games in Japan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hardware sells well, while software struggles

Dynamism for AR/VR headsets

Mobile games stagnates

PROSPECTS AND OPPORTUNITIES

Social activities by video games manufacturers in various forms

Mario and Pokémon likely to expand coverage

CATEGORY DATA

Table 17 - Sales of Video Games by Category: Value 2018-2023

Table 18 - Sales of Video Games by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Video Games: % Value 2019-2023

Table 20 - LBN Brand Shares of Video Games: % Value 2020-2023

Table 21 - NBO Company Shares of Video Games Hardware: % Value 2019-2023

Table 22 - LBN Brand Shares of Video Games Hardware: % Value 2020-2023

Table 23 - NBO Company Shares of Video Games Software: % Value 2019-2023

Table 24 - Distribution of Video Games by Format: % Value 2018-2023

Table 25 - Distribution of Video Games Hardware by Format: % Value 2018-2023

Table 26 - Distribution of Video Games Software by Format: % Value 2018-2023

Table 27 - Distribution of Video Games Software (Physical) by Format: % Value 2018-2023

Table 28 - Distribution of Video Games Software (Digital) by Format: % Value 2018-2023

Table 29 - Forecast Sales of Video Games by Category: Value 2023-2028

Table 30 - Forecast Sales of Video Games by Category: % Value Growth 2023-2028

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-japan/report.