



Traditional Toys and Games in Indonesia

May 2024

Table of Contents

Traditional Toys and Games in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Model vehicles lead growth in sluggish market
Mattel maintains its leading position in increasingly competitive market
Indonesian government seeks to reduce reliance on imported products

PROSPECTS AND OPPORTUNITIES

Buoyant growth anticipated with education expected to remain a key feature of the market
Kidult trend will continue to drive growth
E-commerce channel is poised for further growth

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 Indonesia - 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-indonesia/report.