Board games in Chile

Products and sourcing

V2 / R3 · 9 November 2026

Chile's physical board-game market combines creation, licensing, production, importing, distribution and final sales. These five routes are not five additive markets. Traditional, family, party, children's and introductory/hobby games are not mutually exclusive categories either. This edition broadens V1 beyond sourcing while retaining useful applications.

Measurement finding. Original reproduction of IX EPF 2021-2022 yields CLP 3,564 monthlyised mean spending per all households in the urban universe for mixed CCIF class 09.2.1.02.99; approximate normal 95% sampling interval CLP 3,169-3,959. The class includes toys and other articles: it is neither board-game market size, a 2026 figure nor a bound for the entire national industry. The exclusive total and product lines remain unidentified. Missing disaggregation does not establish absent demand.

Imported supply: original analysis of twelve DIN 2025 publications yields USD 23,235,290.45 of CIF_ITEM under mixed code 95049000 and USD 22,445,053.53 under 95044000, complete records only. They are not added into board-game market size or converted to sales. Source: Servicio Nacional de Aduanas, datos.gob.cl, ODC-By; selection, aggregation and checks by VXOG SpA. The report documents 26 malformed lines excluded without zero imputation.

Demand and competition. Buying, playing and accessing through loans are distinct. Institutional cases establish particular purchases, without proving recurrence or private demand. Reuse, used goods, free activities and direct purchasing compete for buyer resources; their intensity is not measured. A catalogue, price or declared stock establishes neither sales, margin nor contractual access.

Economics. Positive operating result can coexist with negative cash when inventory is acquired before selling. The complete report retains sourcing, prototype, import and compatibility applications, adding a cash/inventory tool with fictional scenarios. It neither estimates turnover nor promises profitability.

Transformation and future. Asmodee's global trading admission in 2025 and an intellectual-property collaboration announcement published in Chile in 2026 provide supply context, not measured Chilean investment or results. Scenarios examine cost, access and differentiation conditions, without invented CAGR, probabilities or forecasts.

Use. This summary identifies scope, limits and business questions. The complete report develops twelve dimensions, applications, methods, sources and tools; it guarantees no entry, investment or purchasing decision.

Sources: INE IX EPF 2021-2022 and open-data licence; calculation by VXOG SpA, 2026-11-09. EPF synthesis and figure retain CC BY-SA 4.0, declaring selection, aggregation, errors and translation. Other original content retains the existing individual licence. No endorsement by INE or cited companies. Full references in the report.

This revision adds a 17-reference panel linking customs, product identity and offer terms. Both Cortex references changed tariff code and declared unit between the periods. Checking the declared unit and edition helps prevent incompatible costs from entering a quote. The annex applies the check to four references in 2026, kit sourcing and institutional orders.