

Traditional Toys and Games in Hong Kong, China

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Traditional Toys and Games in Hong Kong, China - Category analysis

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2022 DEVELOPMENTS

Scientific/educational toys are popular amongst local consumers

Digitalisation of play increasingly important in all categories

Blind box collectibles continue to draw in new audiences

PROSPECTS AND OPPORTUNITIES

“Kidult” demand will lead to an increase in crossover events between toys and mainstream retail

Traditional toys and games to maintain solid growth due to border reopening

Physical stores more important, as interactive and unique experiences attract customers

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