

Traditional Toys and Games in Spain

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Traditional Toys and Games in Spain - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for sustainable toys rises, however, price point remains key Adult fans drive increasing sales of action figures and accessories Educational positioning boosts the performance of traditional toys and games

PROSPECTS AND OPPORTUNITIES

The importance of sustainability rises over the forecast period Social media and streaming support the growth of e-commerce Baby and infant experiences negative growth as the birth rate declines

CATEGORY DATA

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DISCLAIMER

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