

# Traditional Toys and Games in the US

May 2023

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# Traditional Toys and Games in the US - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Companies' further efforts in the sustainable space Plush continues its growth trend Licenses continue to offer growth for traditional toys and games

#### PROSPECTS AND OPPORTUNITIES

Popularity of video games to continue pushing innovation and new products in traditional toys and games "Kidult" consumer group set to remain strong Opportunities for lower-cost toys and retailers as consumers' shopping priorities shift amidst economic uncertainty

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