

Traditional Toys and Games in Indonesia

May 2023

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Traditional Toys and Games in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional toys and games posts a strong recovery as the economy shows signs of improvement
Biggest losers from the pandemic become the biggest winners in 2022 as COVID-19 fears subside
Mattel increases its lead in 2022 with it benefiting from access to local production

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Bright outlook for traditional toys and games as Indonesia's economy grows
Online sales set to play an increasingly important role
Education likely to play key role in driving demand while kidults set to fuel growth

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