

# Traditional Toys and Games in Malaysia

May 2023

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# Traditional Toys and Games in Malaysia - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

IP and kidults drive demand in action figures, dolls and accessories, construction and model vehicles Scientific/educational toys lead category growth Traditional toys and games stores remain the main channel, while e-commerce sales continues to grow

#### PROSPECTS AND OPPORTUNITIES

Declining birth rate to limit growth of traditional toys Open-ended toys could close doors to continuous demand for traditional toys Elevated inflation rate to restrict category growth

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