

Traditional Toys and Games in South Korea

May 2023

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Traditional Toys and Games in South Korea - Category analysis

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2022 DEVELOPMENTS

Increasing number of factors negatively impact sales of traditional toys and games in South Korea

E-commerce continues to gain share, driven by convenience, competitive prices and subscription services

E-commerce continues to erode retail offline's share

PROSPECTS AND OPPORTUNITIES

Local parents look to offset digital exposure by stimulating children's minds with traditional toys and games

Combining play, education and AI to become increasing focus by tech developers

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