

Traditional Toys and Games in the Philippines

September 2023

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Traditional Toys and Games in the Philippines - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Signs of recovery as movement restrictions loosen
Scientific/educational toys continue to lead growth
Mattel retains its comfortable lead

PROSPECTS AND OPPORTUNITIES

Traditional toys and games offer much potential for future growth
Online advertising will become more important, while licensing will remain key to growth
E-commerce expected to drive significant sales

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