

Traditional Toys and Games in the United Arab Emirates

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Traditional Toys and Games in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Construction remains the top performer in 2022

Action figures and accessories gains momentum

Sales of games and puzzles remain below pre-pandemic levels

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Players become increasingly environmentally- and socially-conscious

E-commerce set to gain further penetration of traditional toys and games

Solid growth predicted for scientific/educational over forecast period

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