

# Traditional Toys and Games in Italy

May 2023

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Demographic trends limit demand while sustainability gains importance for parents

LEGOLAND and marketing reinforce LEGO's brand equity and leading category position

Return to holiday and shopping norms renews interest in certain toys and games

#### PROSPECTS AND OPPORTUNITIES

Demographic and climate trends to impose limits on traditional toys and games

Intense competition to inform retail strategies

Licensing and collectibles to bring new conceptions of packaging, furniture and living areas while parents push scientific/educational toys and games

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