

# Traditional Toys and Games in Mexico

May 2023

Table of Contents

## Traditional Toys and Games in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Traditional toys and games sees a full recovery as pandemic fears dissipate  
High inflation puts a cap on volume growth as consumers become more price sensitive  
Leading toy manufacturers invest in Mexico

#### PROSPECTS AND OPPORTUNITIES

Local production set to expand while players could look to launch products with a local twist  
Hasbro City on the horizon as international manufacturers invest in Mexico  
Kidults present new sales opportunities while licensed products will retain appeal

#### CATEGORY DATA

Table 1 - Sales of Traditional Toys and Games by Category: Value 2017-2022  
Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2017-2022  
Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2017-2022  
Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2018-2022  
Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2019-2022  
Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2017-2022  
Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2022-2027  
Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2022-2027  
Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2022-2027

## Toys and Games in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Toys and games in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for toys and games?

#### MARKET DATA

Table 10 - Sales of Toys and Games by Category: Value 2017-2022  
Table 11 - Sales of Toys and Games by Category: % Value Growth 2017-2022  
Table 12 - NBO Company Shares of Toys and Games: % Value 2018-2022  
Table 13 - LBN Brand Shares of Toys and Games: % Value 2019-2022  
Table 14 - Distribution of Toys and Games by Format: % Value 2017-2022  
Table 15 - Forecast Sales of Toys and Games by Category: Value 2022-2027  
Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2022-2027

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#### SOURCES

Summary 1 - Research Sources

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