

Traditional Toys and Games in the United Kingdom

May 2023

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2022 DEVELOPMENTS

Overstocking due to COVID-19 now followed by declining sales in some categories

Plush the most dynamic category in 2022

"Kidults" continue to grow in importance for companies in the industry

PROSPECTS AND OPPORTUNITIES

Shrinkflation will be seen in the traditional toys and games industry

Content creation will be key for the industry

Learning and development will continue to be a decisive factor when making a toy purchase

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