

Traditional Toys and Games in Sweden

May 2023

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Traditional Toys and Games in Sweden - Category analysis

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2022 DEVELOPMENTS

Slowed growth with the lifting of pandemic restrictions

Licensed toys for “kidults” gaining popularity

STEM toys enjoy rising demand

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Sustainability remains important, with extra focus on recycled plastic

Declining average expenditure per toy purchase

Countering video games with STEM, outdoor and sports, and arts and crafts

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