

Traditional Toys and Games in South Africa

October 2023

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2022 DEVELOPMENTS

Another strong year for traditional toys and games

Barbie and Lego remain key features of the competitive landscape

Digital v traditional

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Barbie The Movie sparks huge demand for licensed dolls and accessories

LEGO successfully targeting the whole family with its wide range of products

Digital marketing and e-commerce set to play an increasingly important role in traditional toys and games

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