

# Traditional Toys and Games in Australia

May 2023

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## Traditional Toys and Games in Australia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Changes in consumer behaviour due to high inflation  
Social media proves to be an effective way to engage with consumers  
The growing demand for educational toys extends beyond STEM

#### PROSPECTS AND OPPORTUNITIES

Adapting to evolving sales channels involves building an omnichannel strategy  
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