

Traditional Toys and Games in Thailand

May 2023

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Traditional Toys and Games in Thailand - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of traditional toys and games decline in 2022, within context of a falling national birth rate

Kidult and blind collectable trends are key drivers of growth

Continued shift towards e-commerce, although growth slows in 2022

PROSPECTS AND OPPORTUNITIES

Declining birth rate will pose challenges for traditional toy manufacturers

Kidult trend will continue to drive growth

Sustainability will increase in prominence

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