

Toys Go Green - Sustainability in Toys and Games

August 2022

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Scope

Examining sustainability trends shaping toys and games

Sustainability in toys and games

STATE OF PLAY

Sustainably produced items are not high on parent's "eco-radar"

European consumers are more anti-plastic

SUSTAINABILITY PREFERENCES

Top three sustainability preferences among consumers

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McDonald's intends to use less plastic in its Happy Meal toys

LEGO experimenting with plastics made from sugarcane

Mattel says it wants to use less plastic in its packaging

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Mattel: Barbie goes green

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Towards a kinder future with Rubens Barn

JOVI Plastilina in multicultural colours

Busy Box: Learning culture and tradition through play

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Meteo Heroes aims to educate children on climate change risks

KEY TAKEAWAYS

Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toys-go-green-sustainability-in-toys-and-games/report.