

## **Traditional Toys and Games in Indonesia**

Market Direction | 2023-05-26 | 19 pages | Euromonitor

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### **Report description:**

Traditional toys and games continued on the path to recovery in 2022 with sales seeing stronger growth than in 2021. As COVID-19 rules were lifted and the country began to recover from the economic impact of the pandemic consumer confidence returned and mid- and high-income consumers started to spend more on traditional toys and games. With economic activity picking up some parents were able to allocate more of their budget to non-essential items such as traditional toys and games. Despite seeing...

Euromonitor International's Traditional Toys and Games in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Action Figures and Accessories, Arts and Crafts, Baby and Infant, Construction, Dolls and Accessories, Dress-Up and Role Play, Games and Puzzles, Model Vehicles, Other Traditional Toys and Games, Outdoor and Sports, Plush, Pre-School, Remote Control Toys, Ride-On Vehicles, Scientific/Educational.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Traditional Toys and Games market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
May 2023

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Mattel increases its lead in 2022 with it benefiting from access to local production

#### **PROSPECTS AND OPPORTUNITIES**

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## SOURCES

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