

## **Traditional Toys and Games in the Philippines**

Market Direction | 2024-05-16 | 18 pages | Euromonitor

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### **Report description:**

2023 was a tough year for sales of traditional toys and games in the Philippines with elevated inflation and a sharp rise in the cost of living forcing many households to exercise greater caution in their discretionary spending. Despite these challenges there were still some positive stories in the market. For instance, Sonny Angels and Pop Mart are two of the rising toy brands currently in the Philippines. These brands have successfully used mystery-box product lines to entice consumers to keep...

Euromonitor International's Traditional Toys and Games in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
May 2024

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Mystery box toys proving popular in the Philippines

Barbie movie helps Mattel to deliver growth despite economic pressures

Challenges in the collectibles market as Funko serves up disappointing sales results

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Blockbuster films and strategic partnerships should fuel market growth

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