

# Traditional Toys and Games in Ukraine

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## Abstracts

In 2023, there was a surge in the popularity of traditional toys that appealed not only to children but also to adults in Ukraine, particularly in the construction category. This surge was primarily fuelled by the relaunch of LEGO Ukraina TOV in October 2022, resulting in the category experiencing the highest growth in value for the year. With LEGO's resurgence, the company witnessed a remarkable doubling of its sales volume in 2023. This allowed the company to come out on top in value shares. A...

Euromonitor International's Traditional Toys and Games in Ukraine 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 reliable information resources to help drive informed strategic planning.

## Contents

Traditional Toys and Games in Ukraine  
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### **LIST OF CONTENTS AND TABLES**

TRADITIONAL TOYS AND GAMES IN UKRAINE  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Revival of LEGO and adult-oriented construction sets  
Kiddisvit TOV's success and cultural initiatives  
Expansion of omnichannel retailing

### **PROSPECTS AND OPPORTUNITIES**

Resilience amidst adversity – sustained demand for traditional toys  
Multimedia marvels – Kiddisvit TOV's innovative strategy for dominance  
Barbie at 65 – driving growth in dolls and accessories

### **CATEGORY DATA**

Table 1 Sales of Traditional Toys and Games by Category: Value 2018-2023  
Table 2 Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023  
Table 3 Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023  
Table 4 NBO Company Shares of Traditional Toys and Games: % Value 2019-2023  
Table 5 LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023  
Table 6 Distribution of Traditional Toys and Games by Format: % Value 2018-2023  
Table 7 Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028  
Table 8 Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028  
Table 9 Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

### **TOYS AND GAMES IN UKRAINE**

### **EXECUTIVE SUMMARY**

Toys and games in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape

Retailing developments

What next for toys and games?

#### MARKET DATA

Table 10 Sales of Toys and Games by Category: Value 2018-2023

Table 11 Sales of Toys and Games by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Toys and Games: % Value 2019-2023

Table 13 LBN Brand Shares of Toys and Games: % Value 2020-2023

Table 14 Distribution of Toys and Games by Format: % Value 2018-2023

Table 15 Forecast Sales of Toys and Games by Category: Value 2023-2028

Table 16 Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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