

Global Traditional Toys and Games Market Growth 2024-2030

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Abstracts

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Traditional Toys and Games are playthings and recreational activities that have been passed down through generations and are deeply rooted in a culture's history and traditions. Traditional Toys and Games often reflect the values, customs, and way of life of a particular community or society. Some examples of Traditional Toys and Games are spinning tops, teddy bears, skipping ropes, marbles, kites, board games, puzzles, dolls, and construction sets.

The global Traditional Toys and Games market size is projected to grow from US\$ 333.6 million in 2023 to US\$ 505.6 million in 2030; it is expected to grow at a CAGR of 6.1% from 2024 to 2030.

LP Information, Inc. (LPI) ' newest research report, the "Traditional Toys and Games Industry Forecast" looks at past sales and reviews total world Traditional Toys and Games sales in 2023, providing a comprehensive analysis by region and market sector of projected Traditional Toys and Games sales for 2024 through 2030. With Traditional Toys and Games sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Traditional Toys and Games industry.

This Insight Report provides a comprehensive analysis of the global Traditional Toys and Games landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Traditional Toys and Games portfolios and capabilities, market entry strategies, market

positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Traditional Toys and Games market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Traditional Toys and Games and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Traditional Toys and Games.

The future market trends of Traditional Toys and Games are influenced by several factors, such as the rising popularity of educational toys, the increasing demand for eco-friendly and sustainable toys, the growing preference for classic toys and nostalgia, and the shifting consumer behavior due to the COVID-19 pandemic. According to FMI, some of the key trends shaping the growth of the Traditional Toys and Games market are:

The growing awareness of the cognitive benefits of building toys among parents and educators, leading to an increased demand for construction toys that promote STEAM (Science, Technology, Engineering, Arts, and Mathematics) learning among children of different age groups.

The rising environmental consciousness among consumers, leading to a preference for toys that are made from responsibly sourced materials and manufacturing processes, such as wood, bamboo, organic cotton, and recycled plastic.

The resurgence of interest in classic toys, board games, and puzzles among millennials, who are influenced by the depictions of their favorite characters and themes in films, television shows, novels, and comic books, and who seek to own distinctive items that evoke nostalgia and emotional connection.

The impact of the COVID-19 pandemic on the consumer behavior and spending patterns, leading to an increased demand for traditional toys and games for at-home entertainment, as well as a shift towards online sales channels due to the lockdown restrictions and physical store closures.

This report presents a comprehensive overview, market shares, and growth opportunities of Traditional Toys and Games market by product type, application, key manufacturers and key regions and countries.

Segmentation by type

Outdoor and Sports Toys

Construction Sets

Dolls and Plush Toys

Vehicles

Action Figures

Others

Segmentation by application

Hypermarket/Supermarket

Speciality Retail Stores

Online Retail Stores

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered

from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

TOMY

Mattel

BANDAI NAMCO Holdings.Inc

AKKS Pacific, Inc.

Spin Master Ltd.

Moose Enterprise Holdings Pty Ltd (Moose)

Kirkbi A/S (LEGO System A/S)

Hasbro

Funskool (India) Ltd.

Key Questions Addressed in this Report

What is the 10-year outlook for the global Traditional Toys and Games market?

What factors are driving Traditional Toys and Games market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Traditional Toys and Games market opportunities vary by end market size?

How does Traditional Toys and Games break out type, application?

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