

# Traditional Toys and Games in the United Kingdom

May 2024

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## Traditional Toys and Games in the United Kingdom - Category analysis

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Plush and scientific/educational continue to perform well in 2023

Sustainability remains key in 2023

LEGO UK Ltd strengthens leadership of competitive landscape in 2023

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Continual value growth expected over the forecast period

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E-commerce sales likely to gain further share in traditional category

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