

# Traditional Toys and Games in China

May 2024

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## Traditional Toys and Games in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In 2023, traditional toys and games in China experiences a strong rebound, especially trendy and collectible toys

Changing demographics in China result in falling sales of baby and infant toys

Traditional toys and games stores regains vitality following the complete lifting of COVID-19 restrictions in China

#### PROSPECTS AND OPPORTUNITIES

Intellectually stimulating toys with scientific educational value expected to maintain high growth momentum in the future

Domestic Chinese construction toys brands are gradually becoming increasingly competitive, poised to capture more share in the future

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