

Traditional Toys and Games in France

May 2024

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Traditional Toys and Games in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales remain in a negative slump due to myriad pressures, from low birth rates to price-sensitivity

"Kidults" drive sales as a valuable consumer demographic

Players and retailers adapt their strategies to meet evolving consumer dynamics

PROSPECTS AND OPPORTUNITIES

An overall positive outlook ahead, while some challenges still remain

"Kidults" will continue to drive the category into the future

Retailers will continue to adapt to evolving trends

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