

# Traditional Toys and Games in Spain

May 2024

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## Traditional Toys and Games in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Kidult trend continues to support category sales in 2023

Content creation as a strong strategy amid declining sales, while Mattel maintains overall lead

Price takes precedence, and inclusive toys are on the rise

#### PROSPECTS AND OPPORTUNITIES

Further regulation expected on safety and sustainability, as kidult trend will continue to rise

The forecast period will witness more licences and collaborations between brands, and players will increase investment in sustainability

E-commerce will gain further ground

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