

# Traditional Toys and Games in Argentina

May 2024

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## Traditional Toys and Games in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fall in constant value sales across the board  
Barbie and Rasti were among the best performing brands  
Most purchases made through instalment plans

#### PROSPECTS AND OPPORTUNITIES

More positive economic outlook over forecast period  
Baby and infants shielded from video games  
Games and puzzles one of the better performers

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