

# Traditional Toys and Games in Australia

May 2024

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## Traditional Toys and Games in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflation and interest rates translate to double-digit declines for traditional toys and games in Australia  
Mattel makes gains through new films and related content  
Hypermarkets remains the go-to distribution channel despite pandemic shift online

#### PROSPECTS AND OPPORTUNITIES

Full sales recovery unlikely over forecast period due to severity of 2023's declines  
Diversity and inclusion are important factors when purchasing toys  
Kidults to remain the biggest growth driver in the category

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