

# Traditional Toys and Games in Indonesia

May 2024

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## Traditional Toys and Games in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Model vehicles lead growth in sluggish market  
Mattel maintains its leading position in increasingly competitive market  
Indonesian government seeks to reduce reliance on imported products

#### PROSPECTS AND OPPORTUNITIES

Buoyant growth anticipated with education expected to remain a key feature of the market  
Kidult trend will continue to drive growth  
E-commerce channel is poised for further growth

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