

Traditional Toys and Games in Mexico

May 2024

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Traditional Toys and Games in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary climate and the reopening of society slow the category
Companies appeal to consumers with new packages and innovation
Mattel benefits from Barbie film success

PROSPECTS AND OPPORTUNITIES

Positive outlook as new users are added to the consumer pool
Heightened interest in games and puzzles
Hasbro to recover through its new entertainment centre

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DISCLAIMER

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