



Euromonitor
International

Traditional Toys and Games in Poland

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Maintained healthy growth, thanks to educational, integrated tech, and sustainability trends

Leading LEGO capitalises on “kidult” trend with adult-themed builds and collectors sets

Sustainability trends drive ongoing developments, as players adapt their manufacturing processes

PROSPECTS AND OPPORTUNITIES

Sophisticated tech developments and sustainability trends will support sales over the forecast period

LEGO and Mattel will continue to capitalise on partnerships with film studios

Further developments expected in digital enhancements and personalised offerings

CATEGORY DATA

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-toys-and-games-in-poland/report.