



Euromonitor
International

Traditional Toys and Games in South Africa

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Traditional Toys and Games in South Africa - Category analysis

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Sustainable, inclusive, and kidult-focused traditional toys and games are popular

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Scientific/educational toys experiences dynamic growth in popularity

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A move towards sustainable and inclusive traditional toys and games

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Personalisation and technological integration will be important to remain competitive

Continued focus on sustainability anticipated

Educational value will remain important to maintain a competitive edge

E-commerce growth will drive the need for an enhanced online retail infrastructure

COMPETITIVE LANDSCAPE

Mattel maintains its lead, with Hot Wheels performing well

Mattel and Hasbro leverage licences to expand their reach

Shoprite and Toys"R"Us invest in private label toy lines

Formula 1 partners with Mattel and LEGO Group for branded merchandise

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Zuru invests to improve the shopper experience

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Toys and Games in South Africa - Industry Overview

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Video games will remain the leading category in toys and games

Growth for mobile games, cloud gaming, and subscription services

Popularity of e-sports set to continue to rise

New launches set to drive growth across categories

Licensing and films will contribute to growth in toys and games, and drive the kidult trend

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