



Traditional Toys and Games in Brazil

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Traditional Toys and Games in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional toys and games continues to grow in a heavily licensed market
Still incipient, kidults attract attention and gain importance as a consumer group
Retail crisis has an impact, and stores bet on experiences to attract consumers

PROSPECTS AND OPPORTUNITIES

Healthy solid growth expected, driven by games and puzzles
Normalisation of film releases set to drive sales of licensed toys and games
Concerned relatives will aim to educate via toys and games

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