



Traditional Toys and Games in Poland

May 2024

Table of Contents

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

- Table 1 - Sales of Traditional Toys and Games by Category: Value 2018-2023
- Table 2 - Sales of Traditional Toys and Games by Category: % Value Growth 2018-2023
- Table 3 - Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2018-2023
- Table 4 - NBO Company Shares of Traditional Toys and Games: % Value 2019-2023
- Table 5 - LBN Brand Shares of Traditional Toys and Games: % Value 2020-2023
- Table 6 - Distribution of Traditional Toys and Games by Format: % Value 2018-2023
- Table 7 - Forecast Sales of Traditional Toys and Games by Category: Value 2023-2028
- Table 8 - Forecast Sales of Traditional Toys and Games by Category: % Value Growth 2023-2028
- Table 9 - Forecast Sales of Traditional Toys and Games by Licensed vs Non-Licensed: % Value 2023-2028

Toys and Games in Poland - Industry Overview

EXECUTIVE SUMMARY

- Toys and games in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for toys and games?

MARKET DATA

- Table 10 - Sales of Toys and Games by Category: Value 2018-2023
- Table 11 - Sales of Toys and Games by Category: % Value Growth 2018-2023
- Table 12 - NBO Company Shares of Toys and Games: % Value 2019-2023
- Table 13 - LBN Brand Shares of Toys and Games: % Value 2020-2023
- Table 14 - Distribution of Toys and Games by Format: % Value 2018-2023
- Table 15 - Forecast Sales of Toys and Games by Category: Value 2023-2028
- Table 16 - Forecast Sales of Toys and Games by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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