



Traditional Toys and Games in Poland

May 2024

Table of Contents

Traditional Toys and Games in Poland - Category analysis

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

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