



Traditional Toys and Games in Australia

June 2025

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LEGO Group leads amid greater concentration; Barbie film boost fades

Pop Mart's in-house IP and celebrity endorsement drive popularity with younger demographic

CHANNELS

Retail offline remains dominant as Australians appreciate being able to physical see toys first

Lego continues to expand distribution and adopts various marketing strategies for visibility

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Online sales will continue to dominate but potential social media ban might reduce marketing access to younger consumers

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