



Euromonitor
International

Traditional Toys and Games in Malaysia

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Traditional Toys and Games in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kidults and IP support demand for action figures, and dolls and accessories
Pop Mart's hype continues to spread in the country
E-commerce sales on the rise while traditional toys and games stores take large share

PROSPECTS AND OPPORTUNITIES

Local consumers tighten spending as the new Sales and Service Tax (SST) takes effect
Country's fertility rate at five-decade low poses an ongoing threat to the category
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DISCLAIMER

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