



Traditional Toys and Games in the Philippines

May 2024

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Traditional Toys and Games in the Philippines - Category analysis

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2023 DEVELOPMENTS

Mystery box toys proving popular in the Philippines
Barbie movie helps Mattel to deliver growth despite economic pressures
Challenges in the collectibles market as Funko serves up disappointing sales results

PROSPECTS AND OPPORTUNITIES

Players could look to reduce seasonality in plush toys in the Philippines
Blockbuster films and strategic partnerships should fuel market growth
Mystery box products likely to remain a key source of growth fuelled by the rise of social media as a source of entertainment

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DISCLAIMER

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