



Traditional Toys in Asia Pacific

August 2021

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Pandemic creates more budget-conscious consumers

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Blind collectibles emerges to take the spotlight

Construction toys find popularity across all markets

Action figures loses battle against COVID-19

Action figures and dolls see increasing consumer awareness

COVID-19 erases strong historic performance in most categories

Construction toys creates a successful template for others

Traditional toys and games stores remain crucial

E-commerce campaigns help boost sales growth

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Local licensing finds success at home

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Largest traditional toys and games markets in Asia Pacific

Traditional toys and games powerhouse

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Southeast Asia remains the market with most potential

Southeast Asia remains the market with most potential

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Japan: Competitive and retail landscape

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