



# Traditional Toys and Games in Malaysia

May 2024

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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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