



Traditional Toys and Games in the Netherlands

May 2024

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Traditional Toys and Games in the Netherlands - Category analysis

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2023 DEVELOPMENTS

Modest growth in 2023, in context of continued consumer price sensitivity

Kidult trend and brand licensing play key roles in driving sales

Physical retail makes a comeback

PROSPECTS AND OPPORTUNITIES

Sluggish performance expected, with kidult trend being key growth driver

Conscious consumerism and government regulation will drive growing interest in toy/safety and sustainability

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