



# Traditional Toys and Games in South Korea

May 2024

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## Traditional Toys and Games in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value sales of traditional toys and games shrink slightly overall in 2023, with growth for only half the categories

In-house intellectual property (IP) characters play a crucial role

Distributors and manufacturers target kids as this group expands

#### PROSPECTS AND OPPORTUNITIES

Traditional toys and games expected to see growth along with AI developments

C-commerce direct purchases to gain traction with their unbelievably low prices

E-commerce set to become the dominant distribution channel

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