



# Traditional Toys and Games in Poland

May 2024

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## Traditional Toys and Games in Poland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Maintained healthy growth, thanks to educational, integrated tech, and sustainability trends  
Leading LEGO capitalises on “kidult” trend with adult-themed builds and collectors sets  
Sustainability trends drive ongoing developments, as players adapt their manufacturing processes

#### PROSPECTS AND OPPORTUNITIES

Sophisticated tech developments and sustainability trends will support sales over the forecast period  
LEGO and Mattel will continue to capitalise on partnerships with film studios  
Further developments expected in digital enhancements and personalised offerings

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