



Euromonitor
International

Traditional Toys and Games in the Philippines

July 2025

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Traditional Toys and Games in the Philippines - Category analysis

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Rising incomes, nostalgia, and collectibles contribute to growth

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Rising incomes propel value sales of traditional toys and games

Rising interest in creative play drives growth for construction

Kidults drive demand for nostalgic and culturally relevant products

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Kidult consumer group set to grow due to nostalgia, licensing, and investment potential

Partnerships, and focusing on core brands likely to be key growth drivers

A shift to more eco-friendly options expected moving forward

Attempts to counteract the impact of seasonality in plush toys

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Mattel extends its lead as its brands are popular for gifting

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