Toy Retailing - UK - February 2017

Report Price: £1995.00 | $2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"In an increasingly competitive market, toy specialists need to do all they can to stand out from generalists. Since parents view shopping trips as a way of bonding with their kids, there are more opportunities for toy retailers to make the in-store shopping experience more fun to encourage families to see them as a destination venue where they can spend time playing as well as shopping for toys."
– Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- **How has the toy market performed over the last year?**
- **Who are the winners and losers in the toys and games market?**
- **What are the opportunities for growth in the sector?**

For the purposes of this Report, Mintel has used the following definitions:

This Report defines toys and games as specifically
children's toys
that are supplied by specialist companies and sold through independent or multiple toyshops, toy departments in department/variety stores, grocery multiples and catalogue showrooms.

In such a diverse market, there is inevitably some blurring of the definition in some categories such as in the arts and crafts sector, for example. In this instance, general stationery and artists' materials are excluded, and only colouring sets and painting materials solely aimed at children are included. We exclude Christmas decorations, fireworks and party stationery. In our space audits, we have included merchandise such as nursery goods, which do not fall within the market for toys and games, but which are a major product line for some companies. For details on the nursery market see Mintel's *Nursery and Baby Equipment – UK, February 2016* Report.

Video games and consoles, laptops and tablet computers are also excluded from this Report but children's electronic toys such as VTech toys are included. For details on the market for video games and consoles see Mintel's *Video Games and Consoles – UK, October 2015* Report.

The market for toys includes bicycles for children. There is more information on the market for bicycles in Mintel's *Bicycles – UK, March 2016* Report.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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