

Traditional Toys and Games - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Toys and games remain very relevant to consumers, but while gifting – especially for children – drives sales, many are shopping the category for other reasons, including for adult recipients. Where and how most consumers fulfill their toy purchases remains in flux, with competitive changes impacting the category and providing retailers a chance to win more shoppers."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- Increased online shopping creates new challenges for toy retailers and manufacturers
- Not all consumers are comfortable with generic or unknown brands

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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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Table of Contents

Overview

What you need to know
Definition

Executive Summary

Overview
The issues
Increased online shopping creates new challenges for toy retailers and manufacturers
Figure 1: Retailers shopped, July 2018
Not all consumers are comfortable with generic or unknown brands
Figure 2: Preferences for and attitudes toward buying, by age of children by parental status by gender, July 2018
The opportunities
Nontraditional retailers have a chance to win more toy shoppers
Figure 3: Retailers shopped, July 2018
Encouraging adults to have fun
Figure 4: Reasons for buying, July 2018
What it means

The Market – What You Need to Know

Positive growth trend fueled by interest and universal types of toys
Which retailers will take over the category?
Children influence purchases, but their decreased presence will impact the market

Market Size

An interest in the category makes for promising growth
Figure 5: Total US retail sales of traditional toys and games, at current prices, 2013-23

Market Breakdown

Outdoor sets, dolls, and games remain the largest segments
Figure 6: Share of sales by type of toy/game, 2015 and 2017

Market Perspective

Competitive landscape changes create opportunities for other retailers
Amazon and mass most likely to benefit
How will toy shopping evolve?

Market Factors

Children will represent a smaller piece of the population
More spending money could contribute to sales growth, spiking during the holidays
Figure 7: Median household income, by age of householder, 2016
Driving category interest through social media

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Figure 8: Daily usage of four or more social media services, by age, February 2018

Key Players – What You Need to Know

Consumers like the classic and familiar

Familiarity could create challenges for generic or unknown brands

The new toy destination has yet to be determined

What's Working?

Classics remain popular, thanks to modern day makeovers

Figure 9: Amazon email campaign, February 2018

Figure 10: Walmart email campaign, August 2018

Shoppers gravitate to familiar characters

Figure 11: Preferences for buying, by select demographics, July 2018

Encouraging adults to join the fun

Figure 12: Reasons for buying, by age and gender, July 2018

Figure 13: Amazon email campaign, June 2018

What's Struggling?

Preference for the familiar could challenge future growth of lesser-known brands

Figure 14: Preferences for buying, by select demographics, July 2018

Figure 15: Target email campaign, September 2018

What's Next?

The battle for future toy sales will continue, starting with the holiday season

Figure 16: Walmart email campaign, September 2018

Will a desire for shared experiences override the desire for toys?

Figure 17: Cost plus world market email campaign, February 2018

The Consumer – What You Need to Know

Some toys are purchased for all ages

Toys aren't just for gifts; entertainment and rewards also motivate purchases

Competitors edge out toy stores as the top destinations

Friends and family, product features influence purchase decisions

Consumers seek the familiar, while using toys to gift and encourage

Items Purchased and Item Recipients

Items that can be enjoyed by all are most popular purchases

Figure 18: Items purchased, July 2018

Dolls, figures, and plush are most popular for kids

Activity-based items are most popular with adults

Figure 19: Item recipients – Net, July 2018

Figure 20: Item recipients, July 2018

Young adults just want to have fun

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Figure 21: Item recipients, by gender and age, July 2018

Moms buy for a variety of reasons, while dads shop based on their interests

Figure 22: Items purchased, by parental status by gender, July 2018

Hispanic consumers buy many types of toys

Figure 23: Items purchased, by Hispanic origin, July 2018

Reasons for Buying

Gift giving and rewarding are top reasons for buying

Figure 24: Reasons for buying, July 2018

Adults without children worth targeting

Figure 25: Reasons for buying, by parental status, July 2018

Younger children prompt educational and impulsive purchases

Figure 26: Reasons for buying, by children in the household, July 2018

Black consumers are motivated by price and educational value

Figure 27: Reasons for buying, by race and Hispanic origin, July 2018

Retailers Shopped

Mass and Amazon are top toy destinations

Figure 28: Retailers shopped – Net, any shopping, July 2018

Some parents shop toy stores, while also visiting mass and Amazon

Figure 29: Retailers shopped, by age of children in the household, July 2018

Most consumers are already buying toys online

Figure 30: Retailers shopped online, by generation, July 2018

Multicultural consumers favor value-based retailers and toy stores

Figure 31: Retailers shopped – Net any shopping, July 2018

Purchase Influencers

Children, peers, and features are most influential

Figure 32: Purchase influencers – Net, any rank, July 2018

Wish lists and special events capture children's interests and make shopping easier for everyone

Figure 33: Purchase influencers, by children in household, July 2018

Younger generations influenced by media and outside sources

Figure 34: Purchase influencers, by generation, July 2018

Black shoppers influenced by traditional sources

Figure 35: Purchase influencers, by race and Hispanic origin, July 2018

Preferences for Buying

Preferences for buying familiar, traditional, and ethically similar products

Figure 36: Preferences for buying, July 2018

Dads seek the familiar, while moms prefer tradition

Figure 37: Preferences for buying, by parental status by gender, July 2018

Younger children prompt a preference for claims and characters

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Figure 38: Preferences for buying, by children in the household, July 2018

Attitudes toward Toys and Games

Toys are good for encouragement and gifting

Figure 39: Attitudes toward toys and games, July 2018

Those without children see the value of toys

Figure 40: Attitudes toward toys and games, by parental status by gender, July 2018

Single parents and moms interested in trade-in opportunities

Figure 41: Attitudes toward toys and games, by select demographics, July 2018

Figure 42: Babies "R" us email campaign, March 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations

Appendix – The Market

Figure 43: Total US retail sales of traditional toys and games, at inflation-adjusted prices, 2013-23

Figure 44: population by age, 2013-2023

Figure 45: Households, by presence and ages of own children, 2017

Appendix – The Consumer

Figure 46: Retailers shopped, in-store versus online, July 2018

Figure 47: Purchase influencers, by parental status, July 2018

Figure 48: Purchase influencers, July 2018

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