

Traditional Toys and Games: Incl Impact of COVID-19 - US - May 2020

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

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“The toys and games industry saw unexpected growth at the beginning of 2020 due to the COVID-19 pandemic. Consumers of all ages are looking for new and entertaining ways to spend their abundant at-home leisure time, and they are turning to toys and games to fill this need.”
– Ariel Horton, Lifestyles & Leisure Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer preferences in the toys and games market.
- How COVID-19 will impact consumer spending on toys and games now and in the future.
- What types of toys and games consumers are purchasing, where they are purchasing them and the occasions outside of the holiday season that prompt purchase.
- How the toys and games industry continues to innovate and stay relevant in a time with increasing digital interests.

Toys and games have seen declining sales over the last couple of years, but the COVID-19 pandemic will change that for 2020 as shelter-in-place orders boost category purchases in Q1. Kids are the top recipient for toy and game purchases, and parents are treating them to an abundance of new items to keep them entertained and learning while out of school. During the pandemic period and the recessionary period to follow, toys and games will be an affordable and convenient alternative to out-of-home leisure, keeping this category stable.

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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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Table of Contents

Overview

What you need to know
Key issues covered in this Report
Definition

Executive Summary

Market overview

Figure 1: US retail sales of traditional toys and games, at current prices, 2017-19

Top takeaways

Impact of COVID-19 on toys and games
Impacts on toy and game manufacturers
Impacts on toy and game brands
Impact on toy and game consumers

Figure 2: Level of category threat (red, yellow, green), April 2020

Key consumer trends

Parents are key consumers for purchase, but kids drive interest

Figure 3: Item recipients, by recipient, March 2020

Consumers are purchasing outside of the holidays

Figure 4: Purchase intent outside of major holiday season, March 2020

Gender neutral purchases are driven by practicality

Figure 5: Purchase influencers – Is gender neutral, by child’s gender, March 2020

Figure 6: BMC Toys plastic army women project prototypes, January 2020

Consumers prioritize toys that combine fun and education

Figure 7: Purchase influencers – Promotes STEM skills, by age of children, March 2020

Reinventing is key to industry growth

Figure 8: Fortnite NERF Instagram post, February 2020

Figure 9: Behaviors toward nostalgia and character merchandise, March 2020

What’s next

The Impact of COVID-19 on Toys and Games

What you need to know

Figure 10: Short, medium and longer term impact of COVID-19 on toys and games, May 2020

Opportunities and threats

Short-term threats

Short-term opportunities

Figure 11: Time spent per day – At school, February 2020

Figure 12: Limited edition Mask doll Frontline Hero Collection, April 2020

Figure 13: Here’s to our heroes!, April 2020

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Medium-term threats

Figure 14: Time Spent per day – Leisure activities, February 2020

Medium-term opportunities

Longer-term threats

Long-term opportunities

Impact of COVID-19 on the toys and games market

Initial boost in sales...

Figure 15: Top toy and game category growth in Q1 of 2020, April 2020

...followed by a small decline

Figure 16: Coronavirus spending habits, April-May 2020

How the crisis will affect adults with kids and adults without kids

Figure 17: Mintel Trends Drivers

Wellbeing

Experiences

How a COVID-19 recession will reshape the toy and game industry

Unemployment will impact long-term spending

Figure 18: Initial unemployment claims, weekly, seasonally adjusted, January 2020 – June 2020

Figure 19: Consumer confidence and unemployment, 2000-May 2020

Birthrate drops mean a shrinking market

Figure 20: Annual births and general fertility rate, 2006-18

COVID-19: US context

The Market – What You Need to Know

While some segments grow, overall market decreases

Consumers prefer in-store purchases

Both kids and adults are target markets

Unemployment will affect spending

Market Size

Even with recent sales declines, market outlook is positive

Figure 21: US retail sales of traditional toys and games, at current prices, 2017-19

Market Breakdown

Outdoor toys have a chance to rebound

Figure 22: US retail sales of traditional toys and games – Percentage of market, by segment, at current prices, 2017-19

Figure 23: US retail sales of traditional toys and games, by segment, at current prices, 2017-19

Market Perspective

Consumers prefer to purchase toys and games in-store

Figure 24: Retailers shopped, March 2020

In-store purchasing grows while online is hit or miss

Figure 25: Differences in retailers shopped, July 2018-March 2020

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Pandemic leads to screen time concerns

Kids spend their own money on toys

Figure 26: Leisure spending, by age groups, February 2020

Market Factors

Unemployment will drag down median income

Figure 27: Median household income, in inflation-adjusted dollars, 2007-18

Company cost cutting will continue

Key Trends

Brands are staying relevant by reinventing

Toy partnerships

Diversity and neutrality

Toys and games are going green

COVID-19 will increase category purchases

Playtime changes during and after COVID-19

What's Happening Now

Play-Doh takes advantage of "oddly satisfying"

Figure 28: Play-Doh New Compounds Instagram post, November 2019

Toy influencers now own the products they pitch

Figure 29: Ryan's World Toys at Walmart post, August 2019

Figure 30: Ryan's World Mystery Egg post, July 2019

Figure 31: Behaviors toward toys and games – My child watches unboxing videos, by age of children, March 2020

Toys with adult components for kids

Figure 32: KidKraft Alexa 2-in-1 Kitchen and Market, February 2020

Figure 33: Hot Wheels Cybertruck Instagram post, February 2020

Video games are becoming physical toys

Figure 34: Halo NERF Instagram post, February 2020

Figure 35: Minecraft Earth Boost Minis Twitter post, February 2020

Reverse engineering characters

Figure 36: DreamWorks Trolls World Tour Instagram post, April 2020

Surprises will continue to surprise

Figure 37: New Color Reveal Barbie Dolls, December 2019

Figure 38: Blume Dolls Instagram post, December 2019

What's Happening Next

Llamas are the new "it" animal

Figure 39: Lili Llama Musical Toy TOTY award finalist, November 2019

Thinking beyond race and reading between the lines of gender

Figure 40: Barbie diversity Twitter post, January 2020

Figure 41: Creatable World All Welcome Instagram post, September 2019

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"Gender neutral" toys are just toys now

Figure 42: BMC Toys Plastic Army Women Project Prototypes, January 2020

Evolution of environmentally friendly toys

Figure 43: Wild Republic EcoKins Instagram post, August 2019

Sustainability in toy rental programs

Purchasing local

Trends as a Result of COVID-19

Board games and puzzle sales are on the rise

Figure 44: Ellen puzzle post, March 2020

Outdoor toys bounce back

Figure 45: Little Tikes Leap Day Instagram post, February 2020

Parents will look to blend school and leisure through STEM

Want for "experiences" may decrease post COVID-19 due to health concerns

Figure 46: Behaviors toward toys and games – I would rather buy an experience than a toy or game, by parental status, March 2020

Kids will be more independent and play on their own

The Consumer – What You Need to Know

Kids drive purchasing

Adults look to relax and to be challenged

Family makeup can affect purchasing

A trusted brand name is essential

Birthdays are a year-round major holiday

STEM is still important

New and old characters resonate

Toys and Games Purchased

Top toys and games

Figure 47: Items purchased, March 2020

Figure 48: Number of toy types purchased, March 2020

Areas of growth and decline

Figure 49: Percentage point difference of items purchased, July 2018-March 2020

Gender roles in toy and game buying

Figure 50: Items purchased, by gender, March 2020

Less category interest for Black adults

Figure 51: Items purchased, by race, March 2020

Who Toys and Games Are Purchased For

Children remain the dominate recipients for toys and games

Figure 52: Item recipients, March 2020

Figure 53: Item recipients, March 2020

More popular for kids, less popular for adults, and vice versa

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Figure 54: Item recipients, by recipient, March 2020

Consumers buy more for their own kids

Figure 55: Item recipients, by type of child recipient, March 2020

Adults are purchasing for themselves

Figure 56: Item recipients, by adult recipient, March 2020

Kids' Role in Toy Buying

Parents are more likely to purchase

Figure 57: Items purchased, by parental status, March 2020

Figure 58: Count of toy types purchased, by parental status, March 2020

Families with younger children are purchasing more toys

Figure 59: Repertoire of items purchased, by age of children, March 2020

More children equals more toys and games

Figure 60: Items purchased, by parental status, March 2020

Retailers Shopped

Mass merchandisers

Figure 61: Retailers shopped, March 2020

Mass merchandisers fill the specialty toy gap

Figure 62: Percentage point difference of retailers shopped, July 2018-March 2020

Race affects which mass merchandiser consumers shop

Figure 63: Retailers shopped, by race and Hispanic origin, March 2020

Important Factors When Purchasing

Brand name is the most important

Figure 64: Purchase influencers, March 2020

Value in reaching both kids and adults

Figure 65: TURF analysis – Purchase influencers, March 2020

Diversity is top of mind of non-White consumers

Figure 66: Children of the World Memory Game Instagram post, December 2019

Figure 67: Our People of Colors art supplies Facebook post, February 2019

Figure 68: Purchase influencers – Promotes diversity, by race, March 2020

Gender neutral more important for parents who have both boys and girls

Figure 69: Hot Wheels Belle Beauty and The Beast Disney Character Cars, April 2020

Figure 70: Purchase influencers – Is gender neutral, by child's gender, March 2020

Figure 71: Behaviors toward toys and games – Gendered toys, by child's gender, March 2020

Growing with the child is only important for younger kids

Figure 72: Purchase influencers – Grows with my child, by age of children, March 2020

Who Influences Purchases

Parents ask their children, and other adults ask the parents

Figure 73: Purchase influencers, by parental status, March 2020

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Combination of kids and social media influencers is powerful

Figure 74: Behaviors toward toys and games – Social media influence, by age of children, March 2020

Frequent toy purchasers are more influenced by media

Figure 75: Behaviors toward toys and games, by repertoire of items purchased, March 2020

Purchasing Outside of the Holiday Season

Birthdays are their own major holiday

Figure 76: Purchase intent outside of major holiday season, March 2020

What motivates parents

Figure 77: Purchase intent outside of major holiday season, by parental status, March 2020

Celebrating small holidays

Figure 78: Purchase intent outside of major holiday season, by age of children, March 2020

Moms are more gift driven

Figure 79: Purchase intent outside of major holiday season, by gender, March 2020

Educational Toys

Educational components are more important for young kids

Figure 80: Crayola Paper Flower Science Kit, February 2020

Figure 81: Design & Drill: Bolt Buddies by Educational Insights, February 2020

Figure 82: Items purchased – Educational toys, by age of children, March 2020

Figure 83: Purchase influencers – Promotes STEM skills, by age of children, March 2020

Figure 84: Purchase intent outside of major holiday season – As a learning tool, by age of children, March 2020

Asian consumers make STEM a priority in toy buying

Figure 85: Purchase influencers – Promotes STEM skills, by race and Hispanic Origin, March 2020

Figure 86: Purchase intent outside of major holiday season – As a learning tool, by race and Hispanic origin, March 2020

Adults with higher education are more concerned with STEM

Figure 87: Purchase influencers – Promotes STEM skills, by education, March 2020

Characters in Toys and Games

Old and new characters are both popular

Figure 88: Behaviors toward nostalgia and character merchandise, March 2020

Figure 89: Behaviors toward nostalgia and character merchandise, March 2020

Figure 90: Baby Yoda toy announcement, December 2019

There is safety in delayed character buying

Figure 91: Behaviors toward nostalgia and character merchandise, March 2020

Dads connect with kids through characters

Figure 92: Behaviors toward nostalgia and character merchandise, by gender and parental status, March 2020

Older characters appeal to all generations

Figure 93: Behaviors toward nostalgia and character merchandise, by generation, March 2020

Appendix – Data Sources and Abbreviations

Data sources

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Sales data

Consumer survey data

Direct marketing creative

Abbreviations

Abbreviations

Appendix – The Consumer

Figure 94: Table – TURF analysis – Purchase intent outside of major holiday season, March 2020

Methodology

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