

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

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## 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.



“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

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