

Traditional Toys and Games - US - 2022

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This report looks at the following areas:

- Key players in traditional toys and games
- Top toys and games categories, who's buying and why
- What factors influence adult consumers of toys and games
- Attitudes toward toys and games and opportunities for enhancing coverage

While adults buying for children is the undisputed primary audience for traditional toys and games, 55% of adults also bought these items for their own enjoyment in the last year. Adult toy buyers can present a tricky audience to please, though strategies from Lego (building on basics to extend appeal) and Hasbro (adult-themed crowdfunding) could present opportunities for toy brands.

Global economies are not without inherent peril. COVID-19 outbreaks in China's busiest ports have caused major shipping delays and increased costs in recent years. Despite inflation potentially levelling out, there remains some risk to the holiday shopping season due to supply issues and rising costs. While some signs appear positive for growth, retailers may seek to hedge their bets by expanding digital pre-order options and buy now, pay later opportunities to secure purchases.

Of course, no discussion of popular toys and games can be considered complete without also discussing the media that inspires and is inspired by the toys on the shelf. Traditionally popular franchises may soon face stronger competition, as the popularity and recency of associated media has built demand for toy lines more popular with young consumers. Missteps on film and media could result in reduced brand appeal over long periods of time as other brands step in to fill key entertainment opportunity roles.



"Toys and games remind adults of their own childhoods, likely times when they had a lot less stress on their minds. This might be a year of big spending in less than exciting ways, but, naturally, parents want to provide those fun carefree times for their own children in the best way that they can."

– Brian Benway, Gaming and Entertainment Analyst

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