

# Toys and Games: Incl Impact of COVID-19 - Canada - November 2020

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## This report looks at the following areas:

- The impact of COVID-19 on the toys and games industry.
- How the toys and games market will fare post-COVID-19.
- Explores toys and games purchased, item recipient, purchase influencers, retailers shopped, purchase intent outside of major holiday season, attitudes towards toys and games, as well as attitudes towards toys and games and one's child.
- Examines the challenges the toys and games market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.

Toys and games were purchased by over half of Canadians in the past year, with the COVID-19 pandemic causing many to acquire items in the category to keep busy during this period. Shelter-in-place orders have resulted in growth in sales, with children the prime recipients for toy and game purchases, as parents treat them to new items in order to keep them entertained and learning while out of school. The lockdown measures due to COVID-19 have likely also resulted in an increased share of adults purchasing games or toys for themselves to keep busy during this time. This is supported by the fact that 62% of consumers that bought a toy or game for themselves (in the past year) agreed that they made the purchase to keep busy during the COVID-19 lockdown (vs 39% overall).

Parents are interested in finding toys or games that grow with their child, and another key purchase influencer lies in products that promote STEM skills (ie science, technology, engineering and mathematics). Furthermore, nostalgia is motivating consumers to spend in the category as they like to purchase toys/games that feature characters they enjoyed as a child. Overall, 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 the category stable.



“The COVID-19 pandemic has led Canadians to purchase toys and games to keep busy during lockdown. Regardless of age, consumers are looking to new and entertaining ways to spend their extra at-home leisure time and are turning to toys and games to fill this void.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour

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