**Toy Market 2022**

**Toys R Selling**

After a spectacular 20.6% sales increase from 2019 to 2020, the US Toy Association reports total 2021 sales of $38.19 billion, a 14.2% increase from 2020. Six of the 11 toy categories generated double-digit sales increases, led by explorative and other toys at 35.0%.

For toys sold in the retail environment, The NPD Group cited a 13% increase from 2020 ($25.4 billion) to 2021 ($28.6 billion). According to its analysis, Americans still had much of the government stimulus money and six child tax credits were deemed also responsible.

The US Census Bureau reported $23.64 billion in total 2021 retail sales at “hobby, toy and game stores” (NAICS 45112), a 38.8% YOY increase, and a 43.8% increase from 2019.

**Comparison of Hobby, Toy and Game Stores Sales, 2020–2022**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Period | 2022 Sales | Change from 2021 | Change from 2020 | Period | 2021 Sales | Change from 2020 | Change from 2019 |
| Q1 2022 | $5.17 B | +4.0% | +61.8% | October | $2.03 B | +23.8% | +45.0% |
| April 2022 | $1.89 B | +8.6% | **+440.0%** | November | $2.85 B | +20.3% | +39.0% |
| May 2022 | $1.85 B | +6.9% | +68.2% | December | $3.13 B | +22.3% | +36.7% |
| Jan–May 2022 | $8.91 B | +5.5% | +91.6% | Fourth quarter | $8.01 B | +21.9% | +44.8% |
|  |  |  |  | 2021 (All) | $23.64 B | +38.8% | +39.8% |

US Census Bureau, July 2022 \*NAICS 45112

**Some Toy Categories Lose Ground**

Although the 5.5% increase in January through May 2022 sales at “hobby, toy and game stores” was respectable, compared to the huge increase from 2020, The NPD Group reported just a 1% increase in “toy industry” sales for the January–April 2022 period.

Inflation and general financial concerns have caused many consumers to spend fewer discretionary dollars during 2022. According to Numerator’s July Consumer Sentiment Study, 33% of those surveyed said they would spend less on toys, games or arts & crafts.

82% of consumers participating in the Numerator survey said they expected inflation to increase during the next few months and the #1 concern of 78% of them was “increasing prices on essential goods and services.”

**Total January–April 2022 Toy Sales by Category and Compared to 2021 and 2019**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Category | Change from 2020 | Change from 2019 | Category | Change from 2020 | Change from 2019 |
| Plush  | +43% | +22% | Outdoor & sports | -21% | +11% |
| Explorative & other toys  | +36% | +26% | Building sets | +7% | +18% |
| Action figures/accessories  | +13% | +12% | Youth electronics | -12% | -0.4% |
| Vehicles  | -0.4% | +13% | Games/Puzzles | -6% | +20% |
| Infant/Toddler/Preschool  | +2% | +8% | Arts & crafts | -2% | +5% |
| Dolls  | -10% | +2% |  |  |  |

The NPD Group, February 2022

**Holiday Shopping and Other Consumer Insights**

As seen in the table of US Census Bureau sales data on page 1, “hobby, toy and game stores” experienced substantial sales increases during the all-important 2021 holiday shopping season (Q4 2021).

While apparel prices increased 0.6% from November to December, toy prices decreased from no change as of 10/1/21 to a 24.3% decrease by Thanksgiving Weekend and maintained that trend with a 22.3% price decrease as of 12/24/21.

A March 2022 survey from Provoke Insights found the toy industry ranked last on a list of 15 retail industries for brand loyalty with a score of -19.99. Automobiles were first at 14.31.

**Comparison of Discounts During the 2020 and 2021 Holiday**

**Seasons, by Selected Retail Verticals, January 2022**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Vertical | 2021 | 2020 | Vertical | 2021 | 2020 |
| Apparel | -11% | -13% | Sporting Goods | -14% | -6% |
| Toys | -14% | -19% | Appliances | -14% | -4% |
| TVs | -11% | -11% | Furniture and bedding | -4% | -2% |
| Computers | -22% | -10% | Tools and home improvement | -7% | +2% |
| Electronics | -21% | -8% |  |  |  |

eMarketer (Adobe), April 2022

**Family Dynamics**

Analysis of The Media Audit’s 49-Market 2021 Aggregate Report reveals the average age of adults with children at home of any age was 42.5. By generation, Gen Zers 20.8, Millennials 33.8, Gen Xers 45.8, Baby Boomers 62.7 and those who identify as LGBT+ 33.8.

Gen Xers with children at home of any age had the largest average household income at $88,800, followed by Baby Boomers at $84,000, Millennials at $76,400, LGBT+ at $62,800 and Gen Zers at $51,100.

Traditionally, parents, grandparents, aunts and uncles have bought toys for the children in their extended families, but a 2021 Toy Association survey found 58% of parents said they also bought toys for themselves, coining the term “kidault.”

**Indices of Adults with Children at Home of Any Age, by Various**

**Parenting and Working Status and Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Status | Gen Z | Millennials | Gen X | Boomers | LGBT+ |
| Affluent working women\*  | * 39
 | * 107
 | * 113
 | * 86
 | * 82
 |
| Two-income family | 36 | * 114
 | * 118
 | * 65
 | * 100
 |
| Working women | * 86
 | * 113
 | * 102
 | * 76
 | * 116
 |
| Working mothers | * 86
 | * 113
 | * 102
 | * 76
 | * 116
 |
| Single parents | * 241
 | * 89
 | * 75
 | * 99
 | * 145
 |

Based on The Media Audit’s 49-Market 2021 Aggregate Report \*family income $75,000+

**Engaging with Tweens and Teens**

Multiple studies show teens have a major influence on household spending and it’s not uncommon for children to list the holiday toys and gifts they’d like to receive. The Common Sense 2021 Census of Media Use by Tweens and Teens reveals how to reach them.

Unsurprisingly, the census found 13- to 18-year-olds listed YouTube as the social media they must have in their lives at 32%, followed by Snapchat at 20%, TikTok at 13% and Instagram at 13%.

For tweens (8 to 12 years of age), Snapchat was their favorite social media site at 13%, then Instagram at 10%, Facebook at 8%, Discord at 5% and Pinterest at 4%, but 38% said “any social media.”

**Average Daily Time of Entertainment Screen Media Use, 2021**

|  |  |  |
| --- | --- | --- |
| Entertainment | Tweens | Teens |
| Television on TV set | 1:55 | 2:16 |
| Television on other devices | 1:32 | 2:03 |
| Online videos | 1:39 | 1:46 |
| Console/portable video games | 2:13 | 2:37 |
| Computer games | 1:27 | 2:29 |
| Mobile video games | 1:31 | 1:16 |

 Common Sense, May 2022

**Toy Makers’ Maneuvers**

After acquiring the Toys R Us brand during 2021, Macy’s began adding branded Toys R Us spaces in its stores. Now, Macy’s is adding a Toys R Us space to all of its stores from July through October 2022 in preparation for the 2022 holiday shopping season.

Mattel has been experiencing many sales and supply-chain issues, but with schools closed and children at home during the early pandemic, Mattel sales increased, which boosted its market value and started a possible acquisition process during 2022.

Despite inflationary pressures, both Mattel and Hasbro were able to report net sales increases for their 2022 second quarters: Mattel at +20% YOY and Hasbro a more modest +1% YOY. Both anticipate an eventual boost from the Toy R Us spaces in Macy’s stores.

**More Valuable Insights**

Data from five representative 2021 consumer/market surveys conducted by The Media Audit pinpoints the media exposure of the prime toy-buying audience, or adults 25–54 with children at home of any age.

Radio shows itself to be the better of the two primary reach media when compared to TV. Outdoor also over-indexes in four of the five markets, which complements the strength of radio in this comparison. Unsurprisingly, audio streaming, podcast listening and video streaming also over-indexed in almost every market.

**Indices of Adults 25–54 with Children at Home of Any Age and**

**Their Heavy Exposure to Media, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Media\* | Cincinnati | Milwaukee-Racine, WI | Little Rock | Denver | Spokane |
| Radio | * 107
 | * 96
 | * 111
 | * 102
 | * 115
 |
| TV | 88 | * 85
 | * 96
 | * 88
 | * 84
 |
| Newspaper | 102 | * 100
 | * 97
 | * 108
 | * 105
 |
| Outdoor | 113 | * 108
 | * 113
 | * 109
 | * 96
 |
| Direct mail | 81 | * 107
 | * 99
 | * 90
 | * 105
 |
| Internet | 92 | * 98
 | * 112
 | * 102
 | * 97
 |
| Social media | 100 | * 102
 | * 119
 | * 100
 | * 98
 |
| Audio streaming | * 102
 | * 102
 | * 123
 | * 83
 | * 102
 |
| Podcast listening | * 130
 | * 107
 | * 129
 | * 107
 | * 122
 |
| Video streaming | * 100
 | * 104
 | * 116
 | * 107
 | * 113
 |

Based on The Media Audit’s 2021 consumer/market surveys \*See table below.

**The Media Audit: Heavy Exposure to Media, 2021**

|  |  |
| --- | --- |
| Media | Time |
| Radio | 180+ minutes during an average day |
| TV | 300+ minutes during an average day |
| Newspaper | 60+ minutes during an average day |
| Outdoor | 200+ miles during an average week |
| Direct mail | 75+ read weekly |
| Internet | 180+ minutes during a typical day |
| Social media | 180+ minutes during a typical day |
| Audio streaming | 180+ minutes during an average day |
| Podcast listening | 180+ minutes during a typical day |
| Video streaming | 180+ minutes during an average day |

*Sources:* The Toy Association Website, 7/22; The NPD Group Website, 7/22; Chain Store Age Website, 7/22; eMarketer Website, 7/22; Adobe Website, 7/22; Provoke Insights Website, 7/22; The Media Audit Website, 7/22; Common Sense Media Website, 7/22; Retail Dive Website, 7/22.

*Updated*: July 2022

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**Local Market and Station Information**