



Category Review – Toys



L&R Distributors, Inc.

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The Toy Category

The Toy Category consists of value priced toys for children of all ages – boys, girls and pre-school aged children.

The Toy Category also includes youth, teen and adult board and card games.

The Toy Category is a convenience category for the Food and Drug classes of Trade.

The Toy Category excludes electronic and computer games and accessories.



Toy Subcategories

Subcategories ranked % contribution to overall category dollar sales:

- Boys Toys..... 24.93%**
- Outdoor Toys..... 20.65%**
- Girls Toys.....18.64%**
- Pre-School Toys..... 16.12%**
- Games & Puzzles..... 8.12%**
- Books..... 6.17%**
- Arts & Crafts..... 5.37%**



Category Consumer

While the Toy Category offers games and puzzles for adults, the majority of the toys purchases are made by adults for children.

Not only do toys offer entertainment for children, but they also:

- **Help children develop important cognitive and physical skills**
- **Encourage and promote creativity and problem solving skills**
- **Promote resourcefulness**
- **Teach skills in fun and engaging ways**



Category Trends

The Toy category generated \$18.8 billion in sales in 2014 which represented a 4% increase over 2013. The category is trending to surpass \$20 billion in sales by 2020.

The toy segments showing the largest sales increases this past year:

- Building Sets - 13%**
- Action Figures – 9%**
- Games & Puzzles – 9%**
- Licensed Toys – 7%**

The category does have very distinct seasonal peaks including summer months as well as key holiday periods such as Christmas/Hanukkah, Easter and Valentine's Day.



Top Selling Items

- **Hot Wheels basic cars from Mattel continue to rank among the top selling top items.**
- **Teenage Mutant Ninja Turtles by Playmates continues to be a top selling license in the toy category.**
- **Frozen dolls from Jakks were the top selling Girls toy.**



Toy Planograms

The following size Toy Planograms are available:

- **4 ft**
- **8 ft**
- **12 ft**

In addition the following planograms are available:

- **4 ft Board Games**
- **4 ft Play Doh**
- **4 ft Puzzles**
- **8 ft Activities & Crafts**
- **8 ft Games**
- **4 ft, 8 ft or 12 ft Peg Toys**
- **Lee Publication Book Rack – 20 or 30 Pocket size**

