

SHOPPING INSIGHTS™

TOYS & HOBBIES

Santa's Elves are Real, and They're Your Parents!

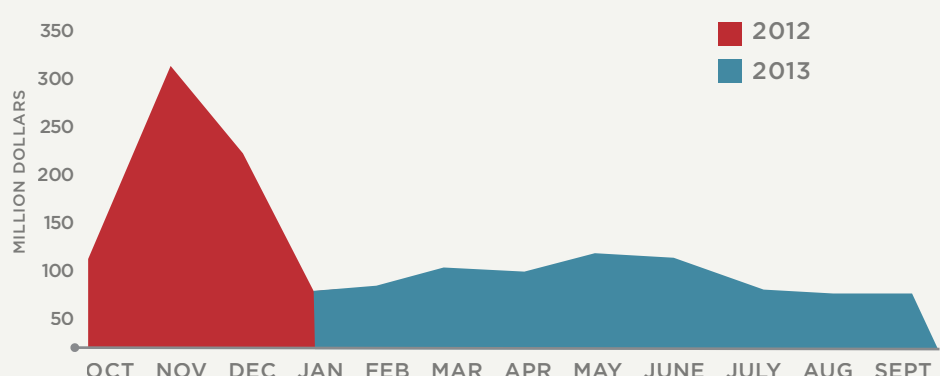
NOVEMBER & DECEMBER

DURING HOLIDAY 2012
OVER **\$500 MILLION**
WAS SPENT ON TOYS & HOBBIES

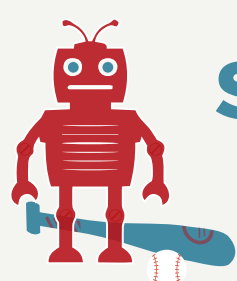


May is the second highest spend month at 120 million dollars.

TOTAL ANNUAL SPEND

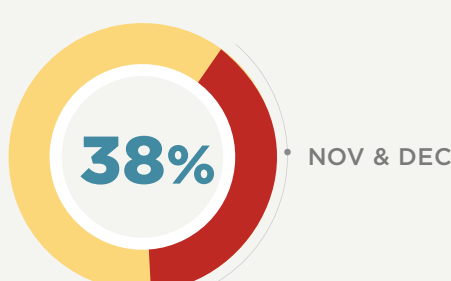


ANNUAL REVENUE



\$1.4B

Oct 2012 – Aug 2013: Toys & Hobbies generated over \$1.4 billion in revenue.



Nov & Dec accounted for **38%** of annual revenue.

6.8%



Toys account for almost 7% of gross retail revenue for both **Oct** (6.8%) & **Nov** (6.8%)—the highest share of the year.

NOVEMBER IS KEY FOR CONVERSION

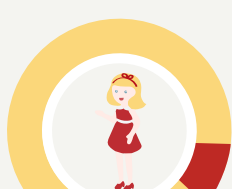
On average, Toy shoppers convert at 11% during Nov 2012, almost 2x the overall average of 6%. (No surprise: it's the highest conversion rate all year.)



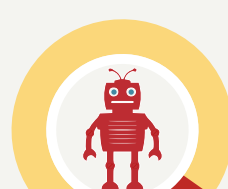
TOYS & HOBBIES
11%



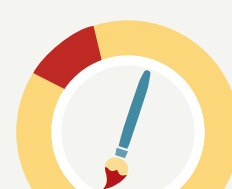
GAMES & PUZZLES
20%



DOLLS & PRETEND PLAY
12%



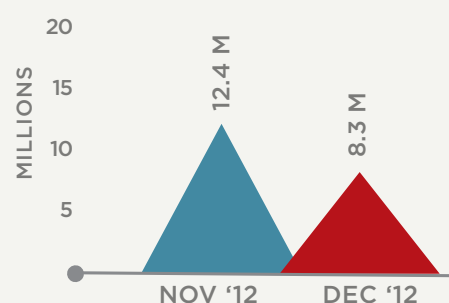
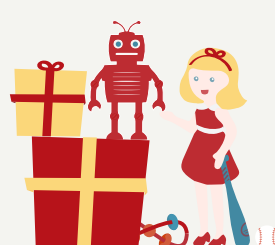
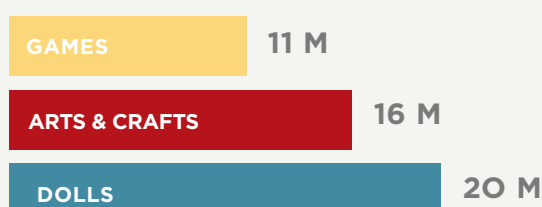
ACTION FIGURES
9%



ARTS & CRAFTS
15%

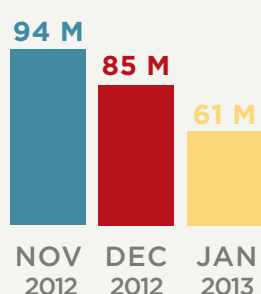
THE YEAR IN TOYS (MILLIONS)

64 million toys were sold in the last 12 months.



SHOPPING VISITS

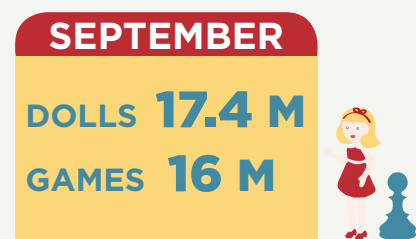
The period from Nov through Jan accounts for **34%** of annual shopping visits.



On average, each Toys & Hobbies category has 2.5x as many visits in Nov than in Oct. The one exception is Dolls, which maintains a steady monthly pace.

In fact, the Dolls & Pretend Play category is the most shopped: **195 M** visits annually. (Interestingly, this category has the most shoppers in Jan—not during the traditional holiday months.)

Exclusive of the holiday season, September has the highest number of visits—driven largely by the Dolls & Pretend Play and Games & Puzzles categories.



AVERAGE ITEM SPEND

The average Toy & Hobby shopper spends \$43.54 throughout the year per item. When do shoppers spend the most per item/category and in which month?



ACTION FIGURES
\$70
(JULY)



ARTS & CRAFTS
\$33
(JULY)



BABY
\$38
(JUNE)



DOLLS & PRETEND
\$26
(APRIL & AUG)



GAMES & PUZZLES
\$124
(MAY)



LEARNING TOYS
\$39
(OCT)



OUTDOOR PLAY
\$142
(MAY)

METHODOLOGY

The toys and hobbies analysis is based on shopping and sales data from 67 US-based online retailers from October 1, 2012 through September 30, 2013. Inclusive of large department stores, big box retailers and specialty stores where Toys, Crafts and Hobby products are sold. Because of category duplication, metrics are weighted to minimize over-counting.