

Spotlight on Kids: Understanding Cross-Category Purchasing

A detailed look at consumer spending on products purchased for kids

Manufacturers, licensors, retailers, and other clients wanted to know more about their opportunities to reach kids across a range of industries, including consumer technology, room décor, apparel and footwear, books, entertainment, toys and video games. We responded with the *Spotlight on Kids: Understanding Cross-Category Purchasing* report. It's a new resource to help you grow your business, influence retailers, establish win-win partnerships, target marketing spending, and know your competition's strengths and weaknesses.

The first of its kind, the report's in-depth, cross-industry information and insight can help you maximize your sales, marketing, and promotional opportunities for toys, apparel, video games, and beyond. **Based on a study fielded over the most critical five-week holiday period, it provides a holistic and integrated view of consumer spending for children (age 14 or younger) across multiple product categories and channels.**

Business Benefits

- Identify new and emerging categories that could translate into new business opportunities
- Pinpoint market opportunities to help retailers increase sales and/or increase your shelf space at retail
- Uncover new brand and license opportunities from outside your industry and identify appropriate licensing and manufacturing partners
- Create more effective advertising and marketing promotions based on a better understanding of purchasers' and young recipients' age and gender
- Identify which categories your competitors have penetrated, so you can pinpoint opportunities for expansion of your own brands/licenses
- Maximize your marketing and advertising budgets by understanding what kids are watching on TV



Key Measures

- Industry/category dollar and unit share
- Recipients' gender and age
- Purchasers' relationships to recipient
- Children's media consumption - TV networks they watch and movies they have recently seen in theaters
- Adult shopping behavior when purchasing for children
- Retailer performance across categories

Methodology

NPD fielded the online survey to a nationally-balanced sample of adults ages 18 and older. Respondents completed surveys over a five-week period between December 1, 2008 and January 5, 2009, allowing NPD to capture purchases made during the 2008 holiday season (November 24, 2008 to January 5, 2009).

Industry Expertise

NPD is the first and only provider of toy market information in the U.S. and Europe. By surveying NPD's panel of more than three million consumers, we provide a clear picture of consumer purchasing behavior across all channels of distribution in the U.S. In Europe, NPD combines consumer panel and point-of-sale tracking for a comprehensive market view.

Learn More

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ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,600 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, visit www.npd.com.