

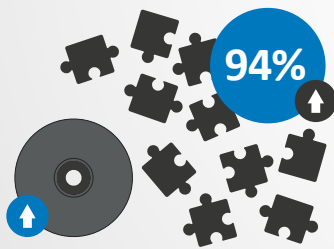
The Explosion of Nesting

During the acute COVID-19 period, defined as March 21 – May 23, 2020, U.S. consumers' spending priorities shifted toward a focus on the home and nesting. We saw them adapt to a new normal, staying closer to home and spending more time outdoors, which contributed to some noteworthy entertainment trends. **Here's a look at our latest insights.**

Family Entertainment

Consumers focused on keeping their families entertained.

The toy industry was up nearly +\$1B, led by games/puzzles (+94%).



May was the first month in over four years when DVD unit sales were up YOY.

Games revenue shot up, due in part to stay-at-home time related to COVID-19 precautions, but also because of some big releases:

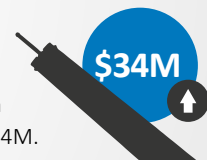
Animal Crossing:

1.5M unit sales — highest March total for a single platform game since March 2008.



Final Fantasy VII:

Remake was the best-selling game in April, generating \$34M.



The Great Outdoors

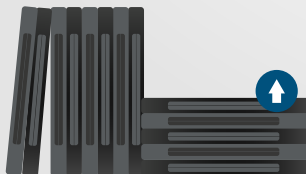
Consumers spent time and money outfitting the backyard for play, entertaining, and relaxing.

Outdoor and sports toys grew \$454M vs. last year.



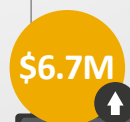
Comfort and Nostalgia

Consumers turned to video titles that provided a sense of comfort.



Stronger performance in low-priced video (\$5.00 – \$9.99)

Top-growing titles included classics: Wizard of Oz and E.T.



Schooling

Education remained a priority for families, giving books a boost.

Juvenile books grew \$6.7M YOY



As retail and consumer change accelerates, you need a partner who can provide a cross-entertainment perspective and help you navigate the new retail landscape. At The NPD Group, we combine data, industry expertise, and prescriptive analytics to help you grow your business.

Source: The NPD Group/Retail Tracking Service, weeks ending March 21 to May 23, 2020

Get more insights like this. Contact your NPD account representative, call 866-444-111, or email contactnpd@npd.com.

