

# Toys E-commerce in China: Strong Summer Sales in July

Over the summer, consumers in China gradually got back to their normal lives. Toy purchasing grew in the post-COVID-19 environment, with kids enjoying summer vacation before returning to school. The total market size of toys e-commerce in China was \$350M in July, up 22% YOY. How did consumer behavior factor into that growth? **Here's a look at our latest insights.**

## The most popular products

**24% of toy consumers purchased infant/toddler/preschool toys online**, the most popular toy category in China.



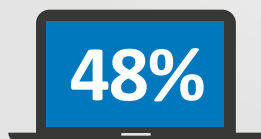
## The great outdoors

During summer vacation, parents and kids spent more time and money on outdoor activities related to playing and relaxing.

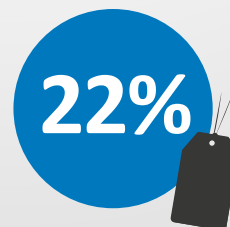
**Outdoor & sports toys contributed most to total e-commerce toys growth, at 26%.**



## Purchase channels



**48% of toy consumers purchased from a brand flagship store** when purchasing online.



Looking at online brand flagship stores, **JD grew faster (+22%) than the Tmall platform (+11%) in year-over-year value growth.**

The China E-commerce Toys Tracker delivers data and insights on actual online purchases. We combine data and our proven industry expertise to answer your questions and help you grow your business in the Chinese toy market.

*Source: The NPD Group/China E-commerce Toys Tracker, July 2020 vs. July 2019*



If you have questions, or if we can support your business in any way, please contact Samuel Yan at +86 (21) 62753222 ext. 303 or email [samuel.yan@npd.com](mailto:samuel.yan@npd.com)

