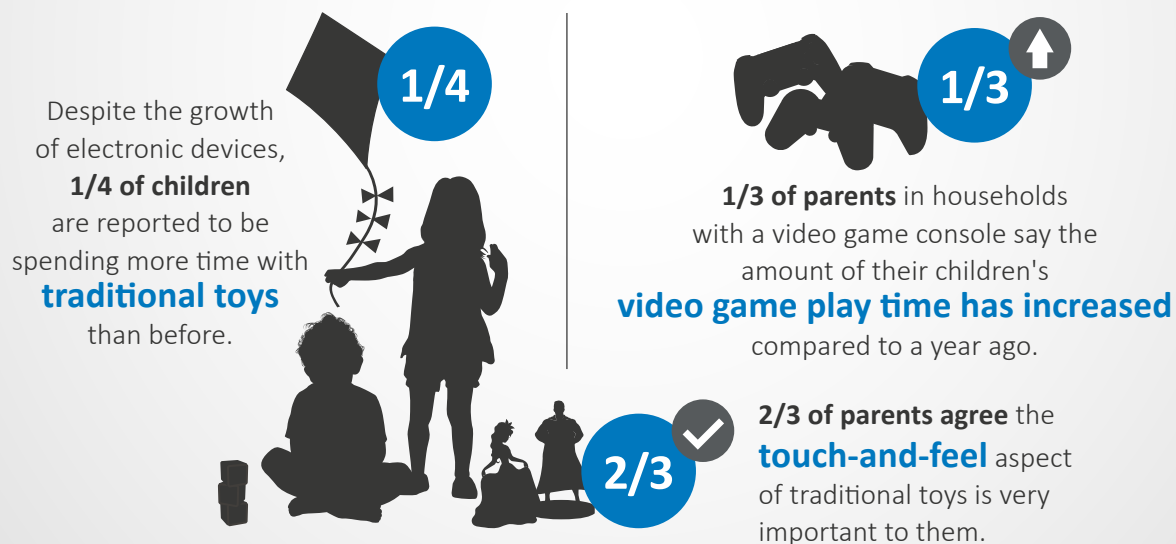


Making Sense of Shifting Tastes and Trends in Toys

As they grow up, children's play preferences change rapidly. In the toys business, it's often hard to stay on top of shifting tastes and trends. We always have an eye on exactly what's happening in Canada's toy market. **Here's what we're watching right now ...**

Traditional toys vs. electronic devices



The whens and whys of purchasing

Parents of kids aged 6 – 9 believe **YouTube is the top influence** on their kids when it comes to knowing about products in the marketplace.



“End of semester” ranks fourth among important toy-purchasing occasions.

The **Evolution of Play in Canada** report reveals strategic insights for your business, providing detailed information about adult toy buyers and their children. Take advantage of positive trends, see the potential risks and barriers, and make data-driven decisions.

Source: The NPD Group/Evolution of Play in Canada, 3rd edition

Get more insights like this.
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