

A Peek at Kids' Christmas Wish Lists

So many complex factors contributed to U.S. toy industry sales in the 2018 holiday season: price, quality- and variety-conscious consumers, media influencers demanding attention from connected consumers, and competitive retail challenges — especially in brick-and-mortar. Another factor that can't be overlooked is the power of a child's wish list. **Here's a closer look.**



57% of kids started their Christmas wish lists by the first half of November. 45% completed their lists by November 30.



For boys and girls of all ages, **toys and games and clothing and footwear tied for the #1 gifts** purchased by parents or family members.



The average budget in a household with just one child was +11% in 2018.

Households with two children had a smaller increase in budget (+8%) in 2018.

5-10 gifts are the average expected quantity of gifts to buy for all children up to age 14.



As kids get older, the average main gift price increases.

57% of respondents said their main gift for 2- to 5-year-olds cost \$21 to \$80.

For kids aged 6 to 14, the average price was \$81 to \$300.



The **2018 Christmas Gift Study** explores more than 10 product categories that compete with toys during the holidays, the timing of Christmas shopping, budget per child, preferred shopping channels, media influencers, and more. It's a new way to understand the most important shopping season of the year.

Source: The NPD Group/2018 Christmas Gift Study

Questions? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

