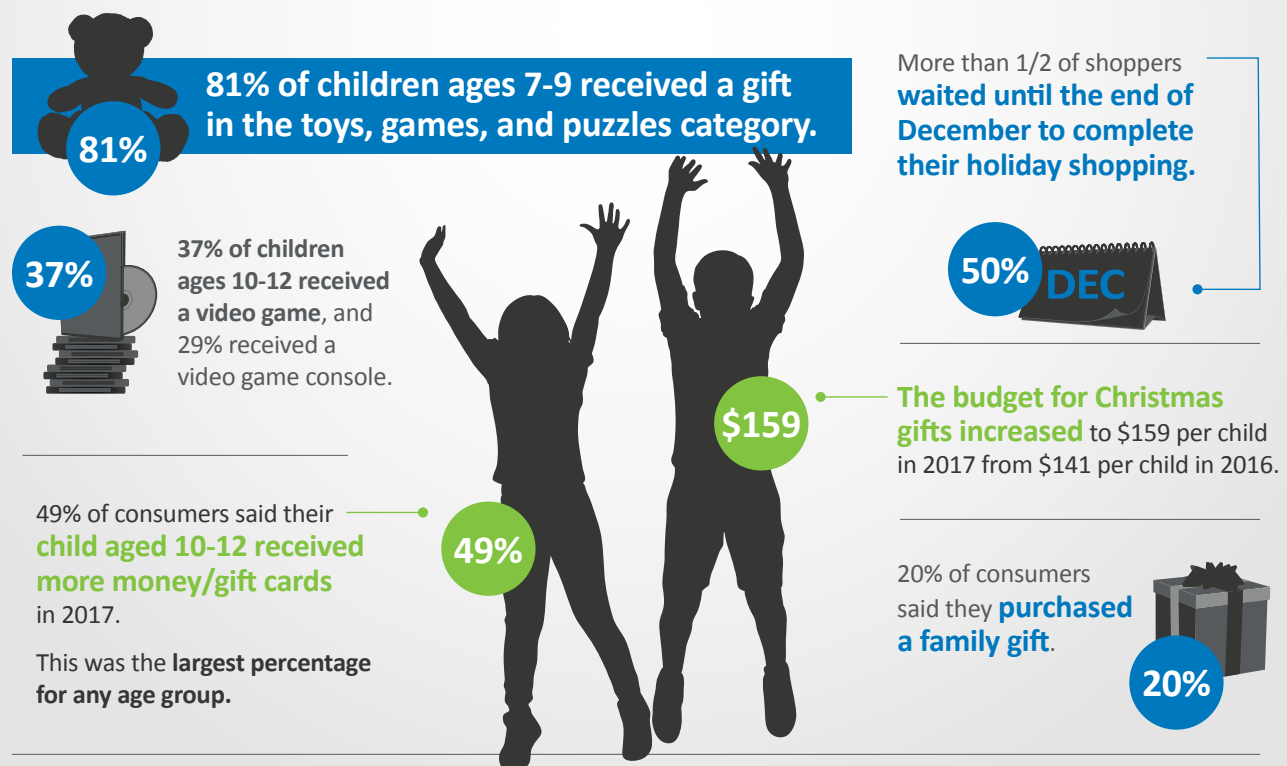


Toys Holiday/Christmas Gift Highlights

The toy industry didn't fare well during Holiday 2017. The industry is coming to terms with the fact that kids and parents start thinking about the holidays much later than they did in the past — fewer toys were sold in the last two months of 2017 than in 2016. Why? And how can you reverse this behavior? **Here's a look at the latest data and insights from our U.S. 2017 Christmas Gift Report.**



To create the **U.S. 2017 Christmas Gift Report**, we surveyed thousands of parents after the holiday season to ask about shopping behavior for their own children during Holiday 2017. It's a new resource for exploring and understanding toy purchase drivers and consumers' attitudes toward gift-giving to help build out your Holiday 2018 strategy. Get a winning advantage! This report is also available for Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Mexico, Russia, and Spain.

Source: The NPD Group/ U.S. 2017 Christmas Gift Report

Learn more. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

