

TOY TRENDS 2013

We took part at the Toy Fair 2013 and summarised the current trends and market developments for you.

The experts of this year's Toy Fair agree:

The toy market is still **a stable market with growth potential!**

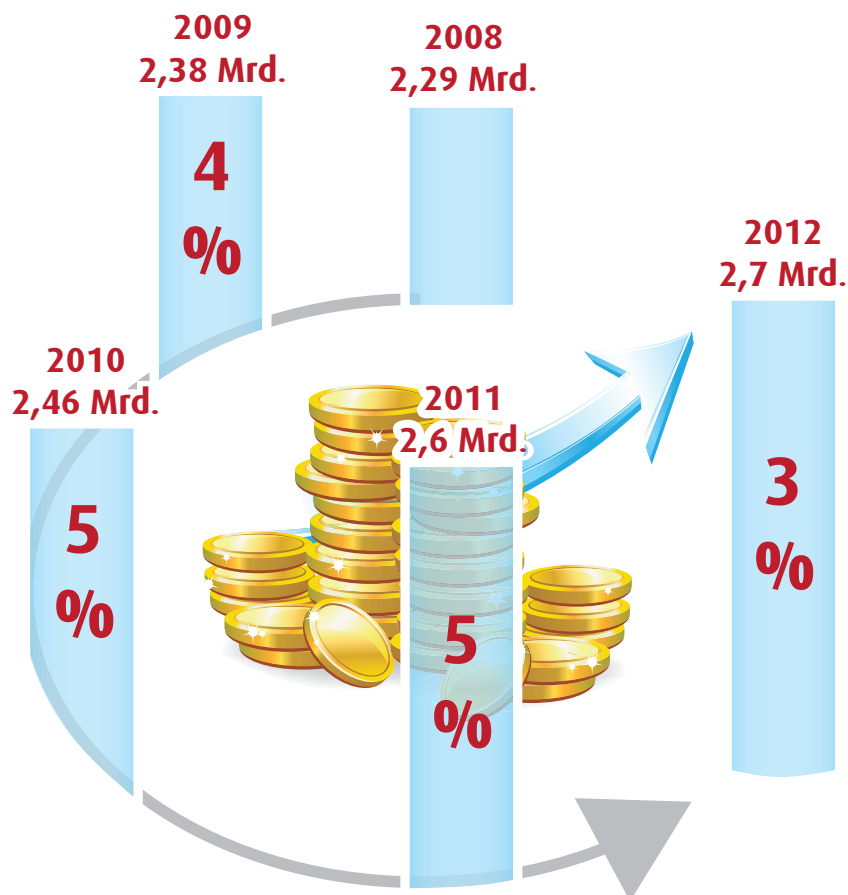
After having a look in today's child's rooms we found out that beside the trend of digital toys, **traditional toys are still very popular.**

Read here more about current trends and developments in your branch!

The development of the toy market

After the „crisis year“ 2009, in 2010 and 2011 fortunately followed further growth on the toy market. The DVSI expects a plus of up to 3%. We are glad to see that the toy market is growing.

Turnover



The toy market is continuously growing since 4 years.

Toy trends 2013

Toys for fathers and sons

Men are always boys at heart. Fathers can construct, assemble and build again or have exciting races with remote-controlled cars. The pleasure of playing together increases evermore. From 2008 to 2011 an increase of 30% has been recognised.

Traditional toys

Are characterized by high demands of quality and safety. The intellectual and physical development of children is nurtured by playing with wooden toys. The focus is on high-quality workmanship of carefully selected materials with regards to the environment.

Wooden toys of material mixtures

Also wooden toys of material mixtures are still in vogue. It provides innovation and functionality.

Modern board games

Especially for adults as a compensation of the stressful everyday or simply for enjoyable leisure time hours, playing with modern or traditional board games is still very popular. Here the share of adult buyers is at 25%.

Technical toys

Today's children grow up with Smartphones or Tablet-computers and are fascinated by their techniques. This trend has been recognised by the toy manufacturers. Especially the combination of traditional toys and the modern techniques of Smartphones and Tablet-computers create the new trend called iToys and Appcs-soires.

Theme worlds

Every child likes role plays. Even for this toy manufacturers have focused on theme worlds. Children can find their perfect role and create own exciting stories.

THE TOY MARKET IS BOOMING!

There is such a large offer of toys and games then ever before!

Further information found at:


DVSI, press release • www.toy.de • NP Group • www.spielwarenmesse.de • Federal Statistical Office

This year's ToyAward winners

Also this year the ToyAward has been selected in five categories at the Toy Fair. The focus was especially on: fun, creativity, safety, material, understandibility. Here you will see the winners:




Baby&Infant (0-2 years)

 **Tobbles Neo**
Fat Brain Toy Co.

PreSchool (3-5 years)

 **Nacht der magischen Schatten (magic shadows)**
Habermaaß GmbH

SchoolKids (6-10 years)

 **Bumm Bumm Ballon**
Schmidt Spiele GmbH

Teenager&Family (11+ years)

 **SIKU Racing**
Sieper GmbH

Toys 3.0

 **RoboMe**
SABLON Germany GmbH

find further information at www.toyaward.de