

# Using Trends To Build Your eBay & Amazon Toy Inventory

## Holiday Toy Trends 2012



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# **You Can't Afford To NOT Sell Toys Online For The Holiday Season!**

Discover the Hottest Selling Toys  
that eBay Power-Sellers  
Hope You Never Find Out About

## **2012 Holiday Toy Guide**

Available October, 16<sup>th</sup> at 5pm PST  
[www.holidaytoyguide.com](http://www.holidaytoyguide.com)

### **Your FREE 2012 Toy Trends Report**

Taken from the 2012 Holiday Toy Guide, this article on Toy Trends is designed to help you build an inventory list for selling toys online this holiday season.

Research is incredibly valuable... and I strongly believe that to know what is selling online (and what isn't) – you have to look at eBay and Amazon (two of the most visited sites)... and that is what the Holiday Toy Guide is all about; however, it is also important to know your market. **Understanding trends in the toy industry can give you a head start on building your toy industry for this year...**

## 2012 Toy Trends and How They Can Help You Build Inventory

Trends are based on research of what items have been considered hot items in the past. *A 'toy trend' is a type of toy that has had a past tendency to sell well.* **Trends are not specific items**; rather, they give suggestions for types of toys to keep an eye out for.

One of the trends we are seeing is that the range in toy pricing is a little higher this year... This implies that retailers are expecting parents to pay more in 2012. And, as always, we are revisiting some hot toys of the past. We are going to see classic Lego and Barbie... along with revisiting Furby (already many are out of stock on walmart.com) and TMNT. This year's expected to be popular toys are also building on the success of previous years. For example – Monster High has a playset that is on the list.

But how do we determine the trends in the toys we will see this year?

First of all – we need to look at technology and how it is impacting the toy industry this year. Apps are the latest rage. And of course, the toy industry has discovered how to incorporate them into their industry to take advantage of the market hype! Not only have we seen tablets for kids come out over the last couple of years... but, it looks like the latest trend is apps that require toys for parents to buy. Pretty clever, eh?

Secondly, movies and television have a huge impact on what toys tend to be most popular for the year. This year, I have to say Avengers takes the cake for licensed toys! Watch for a renewed interest in super-heroes this year. The Hulk, Captain America, Batman, Superman... lots of new toys about super-heroes have hit the shelves for the holiday season. Another toy that was just released is "Time for Your Check Up" Doc Doll with Lambie based on the Doc McStuffins Disney series. Will this be the hot toy for 2012?

Third, you can always expect some remakes of what was once super popular. As I already mentioned Furby is back (again)... but, watch for a twist on TWISTER and the new Battleship game(s) are hoping to be big hits as well.

Following is a list of toy trends for this year. The trends are not only based on the toys that are expected to be the most popular this holiday season, *toy trends are effected by the economy and current events.*

Studying trends in the toy industry will prove to be extremely helpful as you build a shopping list for selling toys this holiday season. Knowing what *types* of toys are expected to be the most popular will help you be able to spot an item that has a high potential of selling on eBay.

If this is confusing at all... it will make more sense as you look at the list. Please note that the specifics that are listed in the list on the following page are used as **examples** of items that might fall under the aforementioned trend.

# Toy Trends For 2012

## - **Licensed characters/hot movies/video games/apps:**

The media plays a huge roll in the toys that are popular for children. Many roll out their DVD just in time for the holidays.. and along with these DVD's you'll find a new wave of popularity with the toys that correspond to them. With the popularity of the smart phone and ipad – we have also seen popular licensed characters come from a popular app!

- o Angry Birds
- o Avengers
- o Disney's Doc McStuffins
- o Brave
- o The Amazing Spider-Man
- o Ice Age: Continental Drift
- o Diary of a Wimpy Kid
- o Zombies (Walking Dead)
- o Battleship

## - **Technology:**

- o Video game systems (Wii U)
- o Video game accessories (biggy!)
- o tablets (like ipad) for kids
- o smart phone/ipad games
- o Music/videos
- o Children's toys (interactive Furby, LeapFrog, etc.)
- o Online Add-Ons (toys with an online addition like webkinz and app toys)

## - **Classic Toys for the holiday**

- o Trains (always a holiday favorite! - both new and used)
- o Pretend Play and Dollhouses (new and used)
- o LEGO
- o Barbie
- o Battleship
- o Twister

## - **Budget Toys:**

- o Collectible toys allow parents to buy as little or as many as they want or can afford
- o USED toys!

## - **Educational Toys**

- o toys to help teach about money management
- o toys that teach skills (knitting, cooking, gardening, etc.)

## - **Active Toys**

- o Active play gets kids moving – encouraging a healthy lifestyle.
- o Active Intelligence – encouraging play with a purpose gets the mind working while the body is playing.

## - **Realistic Toys**

- o Fur Real
- o Baby Alive

## - **Eco-Friendly/Green Toys**

