



Holiday Toy Trends **2015**

Using Trends to Build Your
Amazon & eBay Toy Inventory

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Taken from the 2015 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). This is what the Holiday Toy Guide is all about; however, as much as we do the research for you with the Holiday Toy Guide, it is also important to know your market.

Understanding trends in the toy industry can give you a head start on building your toy inventory for this year...

2015 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. Let me say that again... **Trends are not specific items**. Trends are worth paying attention to because they provide insight into themes of products that will be popular in coming seasons.

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 2015. And, as always, we are revisiting some hot toys of the past. We are going to see classic Lego and Barbie... along with revisiting "real" pets and Star Wars. This year's expected to be popular toys are also building on the success of previous years. There are almost always hot toys during the holiday season that reflect what was hot the previous year.

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 continues to impact the toy industry. It's all about fusing entertainment with technology... and of course the toy industry is hitting the market and taking advantage of the technology hype. We have seen tablets for kids come out over the last few years along with apps that require toys for parents to buy. It started a couple years ago with the game apps – but, these types of toys are getting more sophisticated. ***The line between technology and play is more blurred than ever and you can expect to see some hot toys this Christmas reflecting that.***

Secondly, **movies and television have a huge impact on what toys tend to be most popular** for the year. This year, we have Jurassic World, Minions and of course Star Wars coming right before Christmas... and all will likely have a licensed toy (or

two... or 2 thousand!) following that will be worth watching. **If the movie is super hot – the toys from this movie will likely be hot through January and into next year.**

Third, you can always expect some remakes of what was once super popular. We have seen this over and over in previous years... Furby is a great example and seems to always makes some sort of come-back. The “Little Live Pets Clever Keet” is like the caged pet birds that were popular last year... will they be hot again or has that ship sailed? Looks like some are already selling for more than retail with a good rank.

As much as we look at previous hot toy trends to help determine trends for this coming holiday season, keep in mind - 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 as well.*

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 and Amazon.

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.

Following is a list of toy trends for this year.

Toy Trends For 2015

- **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 Star Wars
- o The Peanuts Movie (coming November 6)
- o Cinderella
- o Paw Patrol
- o The Avengers
- o Frozen
- o Zombies/Vampires
- o Polar Express and other Christmas themed movies

- **Technology:**

- o Playstation/Nintendo/Sony consoles with new releases
- o Video game accessories (biggy!)
- o tablets for kids
- o smart phone/ipad games “apps”
- o Music/videos
- o Children’s toys (interactive)
- o Online Add-Ons (toys with an online addition like app toys)
- o Wearable technology (Kidizoom SmartWatch)

- **Classic/Retro Toys for the holiday**

- o Trains (always a holiday favorite! - both new and used) – Polar Express and holiday versions
- o Pretend Play and Dollhouses (new and used)
- o LEGO
- o Barbie
- o Matchbox/HotWheels
- o Board games revisited

- **Budget Toys:**

- o Collectible and used toys
- o Mini toys allow parents to buy as little or as many as they want or can afford

- **Educational Toys**

- o innovative toys to help teach science
- o toys that teach skills (knitting, cooking, gardening, etc.)
- o Crafts and creativity

- **Realistic/RobotToys**

- o Pet Birds
- o Baby Alive
- o R2D2/Robot/RC vehicles

- **Create & Invent**

- o building/construction toys
- o programmable toys
- o design kits

This is just the beginning...

What happens in Q4 of 2015 is still to be determined... But, one thing is for certain – it is going to be crazy-AWESOME! Every holiday season is full of so much opportunity for new and seasoned sellers alike.

Come join us as we party it up and walk along with you as you dive into the holiday selling season... it's like family – only without all the “family” stuff – when we come together.

The 2015 Holiday Toy Guide provides Training, Research and Community – 3 KEYS to being successful this Q4.

Learn more here at www.HolidayToyGuide.com

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“The list seems AWESOME thanks for a great product! I was so thrilled with the info – when I was telling others in [my] group about where they can purchase it – I said I know I probably sound like I am marketing it for her – but I’m not – just a GREAT resource of information for the price.” ~Christi

“Hi, Jenni: Just a note to say I purchased the Holiday Selling Guide:Hot Toys for Profit a couple weeks ago and have been having so much fun with this. I have purchased quite a few things either on sale or not...but at prices lower than what the items were currently going for on eBay.” ~Judy Griggs