

Toy Retailing - UK - March 2014

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“Toys are a treat so shopping for them should reflect this. Going to shop for toys should be great fun, an experience for parents and kids. And stores should be inspiring, lively places which entertain as well as sell. If not people won't bother to go to a toyshop, they will be more likely to buy online or from a supermarket.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- How can retailers escape the discounting trap?
- Is there a future for specialist toy shops?
- Will online retailing engulf toys?
- Do people still value conventional toys and games?

Toys are available throughout a broad range of shops as well as online. So consumers today have more choice than ever before about how, where and when to buy toys. This is a highly competitive marketplace and retailers employ all the usual promotional tactics to encourage people to buy. Demand is highly seasonal and bestsellers come and go at a breath-taking pace. So retailers need to refresh their ranges regularly and be fleet-footed to keep up with demand.

There is no doubt that shopping online for toys has become very popular. There are plenty of reasons why, including the convenience of being able to shop from home and the promise of competitive prices. But, in this market, escaping the pressures of pester power from children in the shops plays a role in shaping shopping patterns.

This report examines the winners and losers in the UK toy retail sector. It looks at consumer shopping patterns and examines attitudes towards shopping for toys.

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