



HOLIDAY 2014:
HOTTEST TOYS





HOLIDAY 2014'S HOTTEST TOYS IT'S THE MOST WONDERFUL TIME OF THE YEAR!!

It's November 15 and the most wonderful time of the year is just getting started. A big part of the magic of the season is seeing kids eyes light up when they open a holiday gift to find their favorite toy from their wish list. What are kids asking for this year? Some of the most desired qualities are tactile, electronic, do-it-yourself, and education made fun. We've taken a look at the top toy lists of five major retailers—Toys R Us, Amazon, Target, Kmart and Walmart—and looked at recent events with major toy companies including Mattel and Legos, to give you some shopping insight for the season. These are the toys we think will be hot sellers this season. Most of our toy picks are for kids age 12 and under (because truthfully, after age 12 what kids really want is an iPhone 6.)

HOLIDAY 2014 HOT TOY LIST

1. DISNEY'S FROZEN SNOW GLOW ELSA SINGING DOLL
2. TEENAGE MUTANT NINJA TURTLES BATTLE SHELL LEONARDO ACTION FIGURE
3. DOC MCSTUFFINS GET BETTER TALKING MOBILE CART
4. LEAP FROG LEAP TV ACTIVE VIDEO GAME SYSTEM
5. VTECH KIDIZOOM SMARTWATCH
6. ZOOMER DINO
7. SIMON SWIPE GAME
8. LEGO MINECRAFT: THE VILLAGE
9. NERF ZOMBIE STRIKE SLINGFIRE BLASTER
10. TRANSFORMERS AGE OF EXTINCTION VOYAGER CLASS EVASION MODE, OPTIMUS PRIME FIGURE
11. FURREAL FRIENDS GET UP & GOGO MY WALKIN' PUP PET
12. HOT WHEELS STREET HAWK FLYING CAR

TOP 5 ELECTRONICS FOR KIDS

1. AMAZON FIRE HD, KIDS EDITION
2. IPAD MINI 3 FOR KIDS
3. KURIO XTREME TABLET FOR KIDS
4. OLLIE ROBOT TOY BY SPHERO
5. NINTENDO 3DS AND 3DSXL



FAVORITE TOYS AND TOP BRANDS



This holiday it's all about Legos. In September, Legos cited an 11% increase in sales for the first six months of this year, and for the first time ever surpassed Mattel in total revenue, making Lego the **number one toy company in the world**. The success of *The Lego Movie* which brought in over \$468 million worldwide, put Legos front and center in kids toys, and the company has taken advantage of that position by matching Lego sets to top selling video games such as Minecraft, and big Hollywood franchise movies like *Star Wars*, *Batman* and *The Hobbit*. Legos has an expansive consumer base, and has mastered the art of creating toys for a wide range of age groups with items such as Duplo building sets for kids under five years, and intricate Star Wars words for older kids.



MOVIE-THEMED.



Historically one of the main drivers of what's popular in toys is the latest Disney or Marvel movie, and this year is no exception. With Disney's *Frozen* breaking box office records, Elsa dolls are at the top of most retailers wish lists. Some of the other big movies out this year influencing toy licenses include *Teenage Mutant Ninja*

Turtles, *Guardians of the Galaxy*, *X-Men: Days of Future Past*, *Captain America: The Winter Soldier*, *The Amazing Spider-Man 2* and *How to Train Your Dragon 2*. Even some movies from 2013 still carry their influence into this holiday's toy wish list, including *Despicable Me 2*.



Retro and recurring.

Retro was big last year and continues to be as we see classic toys coming back in a new way, such as Simon Says Swipe and Big Rig Cars. Even Lite Brite, Spirograph, and Snoopy Sno-Cone Makers are once again relevant. Still popular are various iterations of dinosaur toys, WWE action figures, Barbie and Legos.



CREATIVE AND INTERACTIVE.

Creative and interactive capabilities are big this holiday with items like Colored Kinetic Sand, Make Your Case Cell Phone Cover Kit by Maya, Sew Cool Machine, and Spirograph Design Set. Some top electronic toys—still trending up—include VTech Kidizoom Smart Watch and LeapFrog TV, crossing over into the “educational” toy category. With private space exploration, NASA's probe of Mars and the universe beyond, and blockbuster movies like *Gravity* and *Interstellar*, science, technology and engineering themes are popular. The Toy Industry Association Inc. sees educational themes as a growing interest with kids and adults.



REMOTE CONTROLLED.

Besides traditional remote-controlled (RC) cars and planes, there are some great new RC toys this year. The Hot Wheels Street Hawk Remote Control Flying Car is available at most toy stores, and robotics like VEX Robotics HEXBUG and Princess Sofia and Walking Minimus, are top picks of boys and girls of all ages. This year RC designs include vehicles, animals and various flight projectiles.



Monsters.

From the much talked about Zoomer Dino to zombies made popular by entertainment like *Monsters Inc.* and *The Walking Dead*, monsters are in this year and found in a range of toys styles from story-based to goth, toy to trivia game.

CUSTOM BUILT Tactile toys are an important part of the holidays and part of the “turn off tech” toys category that encourages kids to create and build from their imagination. Custom-built toy ideas include retro Lincoln Logs, Legos, puzzles, arts and crafts, and make your own accessories.

FASHION.

Do-it-yourself personalized fashion statements aren't just for adults, as items like Make Your Case Cell Phone Cover Kit prove. Make your own accessories and fashion dolls, dollhouses and play sets with fashionable interiors are on retailers' shelves.



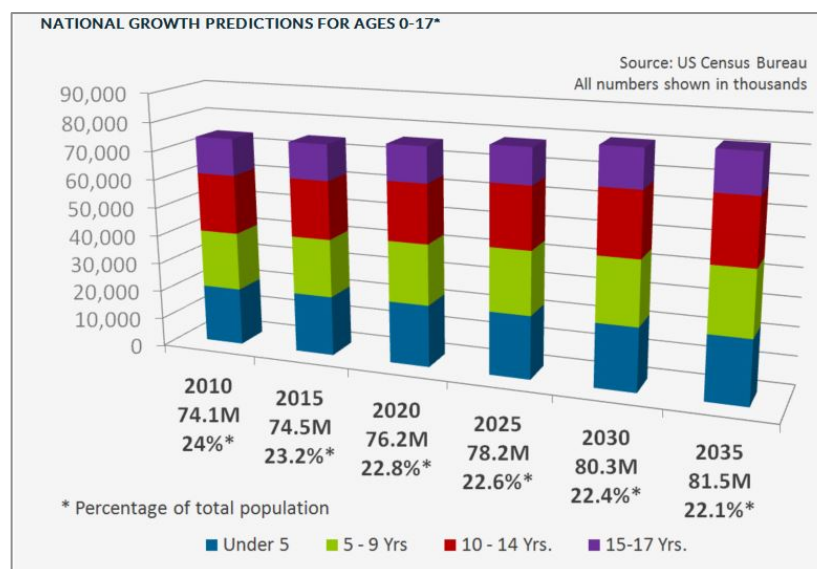
Mainstays.

Every kid wants the new item they've been hearing about from friends or seeing on TV ads, but some of the hotter themes in toys this year have been around for a while. These key toys include DocMcStuffins, PawPatrol, Transformers, Lalapoosy, Zoom Pets and FurReal Friends.



YOUTH POPULATION GROWTH

According to 2012 national growth projections, the youth population is expected to grow around 9% over the next 20+ years, exceeding 81.5 million by 2035. However, the under 18 demographic will represent a slightly declining percentage of the country's total aging population.



TOYS AS A PERCENTAGE OF RETAIL SALES

While retail industry leaders such as the National Retail Federation don't quantify holiday toy sales separately from total holiday spend, the toy industry is an important piece of annual sales, and it is significant to note the categories that trend from year to year.

	ANNUAL 2012	ANNUAL 2013	ANNUAL 2012 TO ANNUAL 2013 % CHANGE
Total Traditional Toy Categories	\$22.03B	\$22.09B	0.00%
Action Figure/Accessories/Role Play	\$1.39B	\$1.41B	2%
Arts & Crafts	\$1.02B	\$1.16B	14%
Building Sets	\$2.00B	\$2.00B	0%
Dolls	\$2.70B	\$2.70B	0%
Games/Puzzles	\$1.80B	\$1.86B	3%
Infant/Preschool	\$3.83B	\$3.62B	(-6)%
Youth Electronics	\$429M	\$565M	32%
Outdoor & Sports Toys	\$4.33B	\$4.37B	1%
Plush	\$1.26B	\$1.39B	10%
Vehicles	\$1.61B	\$1.51B	(-6)%
All Other Toys	\$1.66B	\$1.51B	(-9)%

NPD Group, U.S. Toy Consumer Tracking Service to Toy Industry Association. Annual 2013 data is adjusted to reflect 52 weeks, to compare to 2012's 52 weeks.

APPENDIX

AMAZON'S MOST WISHED FOR TOYS AND GAMES LIST

1. Cards against Humanity
2. Disney Frozen Sparkle Princess Elsa doll
3. Funko POP! Marvel Dancing Groot Bobble
4. My First Disney Princess Frozen Singing Elsa
5. Lego Bricks
6. V-Tech Sit to Stand Learning Walker
7. Mega Bloks First Builders Big Building
8. Lego Minecraft: The Village
9. Disney Frozen Sparkle Anna of Arendelle
10. Spirograph Deluxe Design Set
11. Little Tikes Easy Score Basketball Set
12. Cards Against Humanity: First Expansion
13. V-Tech Spin and Learn Color Flashlight
14. Snap Circuits Jr.
15. Fisher-Price Little People City Skyway
16. Fisher-Price Brilliant Basics Baby's Blocks
17. Fisher-Price Laugh and Learn Smart Stages
18. Minecraft Animal Toy (6-pack)
19. Disney Frozen Complete Story Playset
20. Fisher-Price Brilliant Basics Rock a Stack

K-MART'S FAB 15:

1. Paw Patrol
2. TMNT Lil'Dune Race
3. WWE John Cena 31" action figure
4. My Little Pony Equestria Girls Rainbow Rocks Stage
5. Nerf Zombie Strike SlingFire Blaster
6. Vtech Kidizoom Smartwatch
7. Zoomer Dino
8. Simon Swipe Game
9. Transformers Age of Extinction: Electronic Optimus Prime and Grimlock
10. Barbie Holiday Dolls
11. Lego Super Heroes (Wreck it Ralph)
12. Disney Frozen Snow Glow Elsa
13. Doc McStuffins Sleepy Time Lambie
14. DohVinci Style & Store Vanity Design Kit
15. FurReal Friends Get Up & GoGo My Walkin' Pup Pet

TOP 10 HOLIDAY TOYS AT TARGET

1. LEGO Friends Jungle Tree Sanctuary
2. Teenage Mutant Ninja Turtles Secret Sewer Lair Playset
3. WowWee MIP Robot
4. Simon Swipe Game
5. Nickelodeon, Paw Patrol – Lookout Playset
6. Fisher-Price Little People City Skyway Playset
7. Monster High Sweet Screams Ghoulia Yelps Doll
8. FurReal Friends Get Up and GoGo My Walking Pup Pet
9. LeapFrog LeapTV Active Video Game System
10. Monster High Sweet Screams Abby Bominable Doll

TOYS “R” US FABULOUS 15:

1. Doc McStuffins Get Better Holiday Mobile
2. Skylanders Trap Team Starter Pack
3. Supernova Battle Rover
4. Lego Fusion Town Master
5. Leap Frog Leap TV Active Video Game System
6. Little Live Pets Bird Cage with 2 birds
7. Hot Wheels Street Hawk R/C Flying Car
8. Onyx Zoomer Dino
9. Mutant Mania Mutant Masher
10. Max Tow Truck
11. Teenage Mutant Ninja Turtles Stretch Leonardo
12. Disney Frozen Snow Glow Elsa
13. Transformers Stomp and Chomp Grimlock
14. Amazing Color Me Up Collection
15. Fur Real Friends Get Up and GoGo My Walking Pup

WALMART'S TOP 20 TOYS—VOTED BY KIDS!

1. VTech Kidizoom
2. Zoomer Interactive Dino
3. Sew Cool Machine
4. Moose Toys Beados Quick Dry Design Station
5. Hot Wheels Street Hawk Remote Control Flyer
6. Deluxe Light Up Flutterbye
7. Air Storm Firetek Bow
8. FurReal Friends Get Up & GoGo My Walkin Pup Pet
9. Make Your Case Case Maker
10. Barbie Sisters Camper
11. Nerf N-Strike Elite Demolisher 2in1 Blaster
12. Hot Wheels Track Builder Turbo Takeover
13. VTech Go! Go! Smart Ultimate Amazement
14. Fisher-Price Little People Musical Preschool
15. Razor Crazy Cart
16. Disney Frozen Snow Glow Elsa Doll
17. LeapFrog Leap TV
18. Disney Princess Palace Pets
19. Air Hogs RC Zero Gravity
20. Doc McStuffins Get Better Talking Mobile Cart