



PANEL ANALYSIS **YOUTH ELECTRONICS**



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INTRODUCTION

CONNECTING ALL OF US WITH
THE WORLD



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PROFILES



Profiles



MALE (55%)
FROM 16-44 YEARS
OLD (42%)



DURING
CHRISTMAS (43%)
FOR YOUR OWN
CHILD (51%)



MALE FROM 3-8
YEARS OLD
41%

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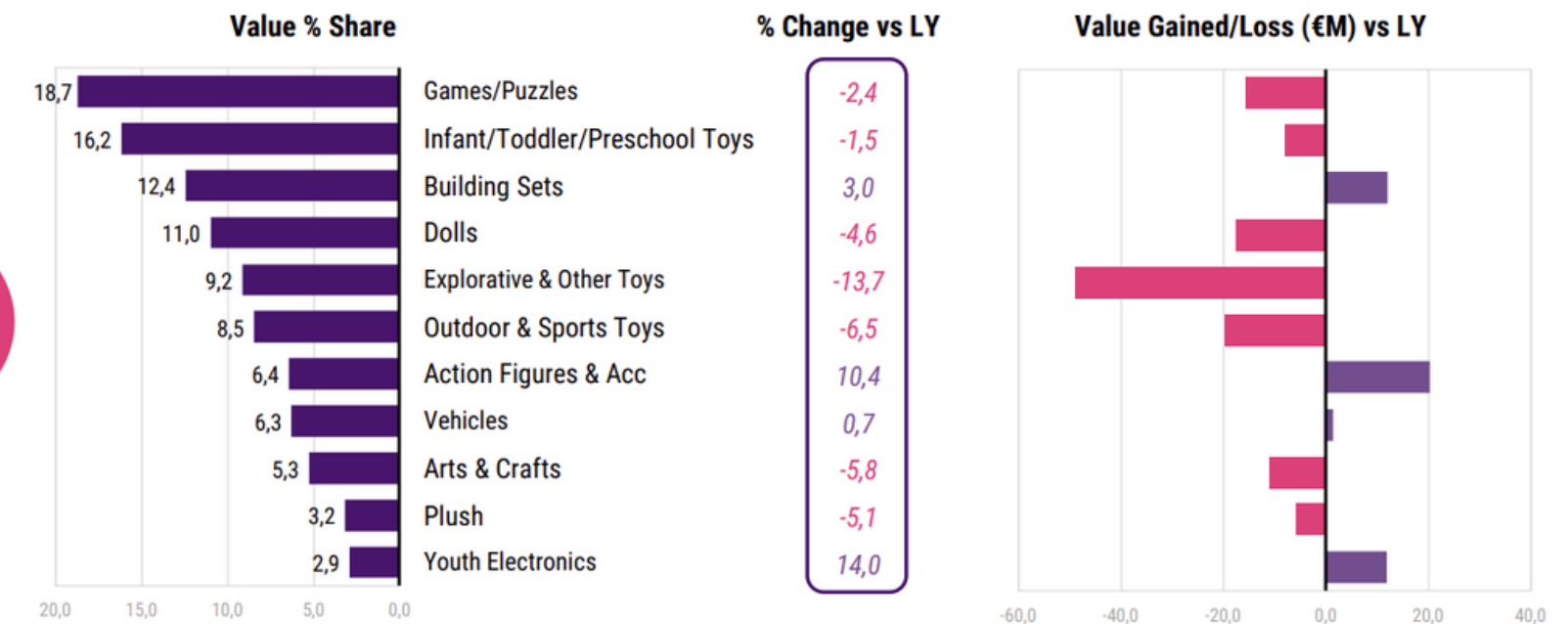
**SUPER
CATEGORIES
PERFORMANCES**

SUPER CATEGORIES PERFORMANCES

In these categories we can see different evolutions depending on the type. Games and puzzles are the market leader but there sales have decreased by 2,4% since last year. The categorie with the highest decline in value (13,7%) is “explorative and other toys” because it is less trendy. But, our segment of market is one of the four categories with an increase in value, indeed, it is the segment with the highest evolution of 14% more than last year. Unfortunately, our segment is the smallest segment of the market with only 2,9% of total toys sales .

Total Toy Market: -2.3% vs 21

Total Toys - YTD 2022



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**YOUTH TOYS
PERFORMANCES**

YOUTH TOYS PERFORMANCES



The youth toys market is flourishing, as it happens its value in the last year has progressed by 14 %. It was also able to increase their unit sales by 5.8%.

In fact the positive evolution of the value and the unit sales explains an increase of the price of youth toys by 7.7%

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SEASONALITY

The quantity of toys sold is balanced from January to september. The sales start increasing in october and explode in november and december. Christmas sales count over 70% of total yearly sales. Even though the percentage of fall sales are taking up more and more of the total yearly sales in (73.2% in 2019 compared to 75.8% in 2022), both prefall and fall sales are progressing (15% for fall and 10% for prefall).

SEASONALITY

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**COMPETITORS
PERFORMANCES**

COMPETITORS PERFORMANCES

The top 10 manufacturers of youth Electronics have evolved differently in the last year. The leader “VTech” with over 50% of the market is in a positive evolution as is 5 of the other of the top 10 manufacturers. None of the four companies with a decrease were severely impacted, the highest decrease is only by 18%

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**LICENSES SHARES
AND NOVELTIES
SHARES**

LICENSES SHARES AND NOVELTIES SHARES

The Toy market has nearly 25% licenses shares, though Licenses Shares of Youth Electronics are diminishing, and have been since 2019 (15.9% in 2019 compared to 9.7% in 2022).

Novelties shares have emerged in 2021 and continue to appear in 2022, the 2022 Youth electronics market has 21.3 % of the 2021 novelties and 11.1 % of 2022 novelties. In 2022, 1/3 of the market are novelties. These new toys are mostly coming from market challengers trying to find their place on the growing market like the manufacturers “ Canal Toys “ or “Bandai”.

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PRICES EVOLUTION



PRICES EVOLUTION

The average price of toys is increasing in every categorie. the only major difference with the Youth electronics categorie is the high quantity of products going from 30€ - 50 € to the over 50€. By the end of 2022, over half of the youth electronics are sold for more than 50€. This last bracket only had 34.7% of the market 3 year earlier.

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CHANNELS PERFORMANCES



CHANNELS PERFORMANCES

Youth electronics are sold in multiple places : the most sales are from toy specialists, yet their value is declining (40.2% in 2019 and 38.4% in 2022). The former second highest seller of youth electronics are hypermarkets even though there value is declining (27.2% in 2019 and 23.9% in 2022). The new second highest seller of youth electronics is Internet with an increase of 4.7% in market value since 2019



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**RECOMMENDATI
ONS AND
CONCLUSION**

RECOMMENDATIONS

We advise our store managers to:

- Make more space in their store for youth electronics
- Place youth electronics closer to the toys mostly used by boys as male parents are the target and usually spend more time in the boy sections
- Start ordering more stocks during april and may to prepare for the christmas season
- Highlighting youth electronics on multiple head of aisle.

CONCLUSION

The youth electronics market is very small compared to other toy markets but consumers are more and more attracted to these new toys.

These toys are mostly bought by males and used by young boys. Most sales are for christmas and for the parents own children. Parents are prepared to pay over 50€ for a electronic toy without hesitation.