

**Using Trends To Build Your  
eBay & Amazon Toy Inventory**

**Holiday Toy Trends**  
**2014**

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eBay & Amazon Toy Inventory

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

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

## **2014 Holiday Toy Guide**

Available October, 1st  
[www.holidaytoyguide.com](http://www.holidaytoyguide.com)

### **Your FREE 2014 Toy Trends Report**

Taken from the 2014 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 inventory for this year...**

## **2014 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.**

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 2014. 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 TMNT. 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. Not only have we seen tablets for kids come out over the last few years... but, it looks like the latest trend is apps that require toys for parents to buy. It started last year 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 Hunger Games, the Hobbit, TMNT and more... and all will likely have a licensed toy following that will be worth watching. Disney has a new movie to be released December 25<sup>th</sup> – Into the Woods... and they are very good at releasing licensed toys related to movies before the movie comes out to build hype. 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 “Happys Pet Puppies” look like they are trying to follow the ZhuZhu pet rage from a few years ago... will they be hot or has that ship sailed? Looks like some are already selling for more than retail with a good rank.

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 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.

# Toy Trends For 2014

## - **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.

- Frozen
- Hunger Games
- TMNT
- Paw Patrol
- LEGO Movie
- How To Train Your Dragon 2
- Zombies/Vampires
- Polar Express and other Christmas themed movies

## - **Technology:**

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

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

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

## - **Budget Toys:**

- Collectible toys allow parents to buy as little or as many as they want or can afford (NOTE: These have been popular in the past – but I haven't seen much about them expecting to be popular for this year)
- USED toys!

## - **Educational Toys**

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

## - **Realistic/RobotToys**

- Fur Real
- Baby Alive
- ZhuZhu Pets/Happy Pets

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