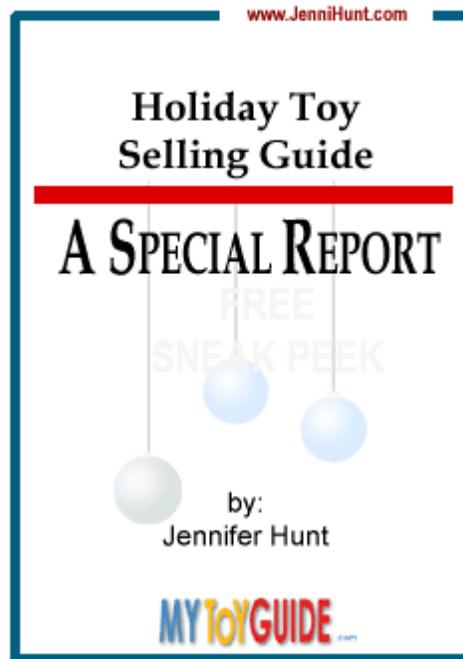


The Holiday Toy Guide for 2013

Helping you maximize your profits selling toys online!



www.jennihunt.com

“Jenni’s incredible HOT TOYS guide is the #1 way to make money on Ebay this Christmas season! Learn exactly what toys to buy, when to sell them, and even how to sell them at higher prices than your competition.

*This is a **must have** step-by-step guide that will introduce you to the world of toys and the magic of Ebay at Christmas time. Based on my many years of experience on Ebay, I highly recommend selling hot toys this holiday season. You’ll be amazed at the results!”*

Sherah Taylor, **Ebay Powerseller**
Publisher of Auction Moms Newsletter

2013 Holiday Toy Guide: Toy Trends

SPECIAL REPORT

Following is an excerpt from the 2013 Holiday Toy Guide regarding Trends.

Learn more about the 2013 Holiday Toy Guide Package [HERE – www.HolidayToyGuide.com](http://www.HolidayToyGuide.com)

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About The Author

Jenni Hunt has been successful with turning her eBay hobby into a real business with real profits. She spends hours every week researching trends of what children's items are selling well on eBay and shares that information with her HuntedTreasure and MyToyGuide members. You might know her from the popular Holiday Toy Guide that has been published annually since 2004. Although she specializes in researching trends with selling children's items - many of the principles she teaches can be applied to other markets.

She is a stay at home mom who decided to leave her high tech marketing position when her first child was born in 1999. Jenni enjoys applying her marketing experience to her online business and has developed many strategies for producing profit from it. In fact, she has consistently doubled her profits every year since starting her eBay business in 2003. She has a passion for helping other online sellers do the same by introducing them to the idea of internet marketing and moving beyond just selling physical product(s) online.

If you are interested in learning more about online marketing strategies to grow your business beyond selling physical products for revenue – check out Jenni's training program: <http://www.StartHereProgram.com> We have recently added a course on marketing with Pinterest!

Toy Trends

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.

According to the 2013 announcement by the Toy Industry Association, these are the trends to look for this holiday season. Keep in mind, this list of toy trends was released in February 2013. Yet, 8+ months ago. Don't throw it out just yet though! Big retail establishments (TRU, Target, Walmart, etc.) make their orders early for the holidays... so they base their purchases on things like this. And you can bet that in order to lower their risk, they throw a lot of advertising dollars behind the items they have pre-ordered to sell during the holidays.

There is still a bit of a loose cannon – and that is the consumer.

Sure, they (we) are influenced by advertising, but just because something is advertised to be HOT, doesn't mean it will be for resellers. The consumer will determine how hot an item really is... and that will be demonstrated by empty store shelves because the industry wasn't quite on the mark for a specific toy.

All to say – look at these trends as a guide. Know that this is likely what we will see advertised this holiday... and that we will probably see some hot toys that will resell well that fall into these categories.

1. Retro: Every Christmas retro shows up. Back to the basics, vintage, nostalgic and classic toys are always popular and continue to be a trend showing up in new toys for 2013.
2. Pop Culture persuasion: This trend is based on the popularity of reality TV celebrating creativity and talent (ie., cooking, performance, fashion, etc.)
3. Technology: The line between technology and toys have blurred over the years and even more so this year. Expect to continue to see toys that combine virtual worlds with real worlds.
4. Teens/Tweens: It use to be that the toy industry encouraged mostly technology related toys to this age group while other toys have been aimed to the younger age group. This is changing a bit this year as teens and tweens have become more interested

- in the novelty of 'old' toys... traditional board games, extreme sports, etc.
5. Any-time, Any-where toys: Families are always on the go these days... off to soccer, doctor's appointments, etc... Toys that can be enjoyed in the car and in the waiting room are expected to be a popular trend this year.
 6. Construction toys: According to NPD Group point-of-sales data, the building sets category grew nearly 20% in 2013. It is expected to grow even more this year.

So... as always, we are visiting some hot toys of the past. We are going to see classic Lego and Barbie... along with revisiting TMNT. This year's expected to be popular toys are also building on the success of previous years. For example – Monster High has a new story series.

After ten years of providing the Holiday Toy Guide, I have learned a few things about trend watching ;-) Here are the guidelines I like to follow...

First of all – we need to look at technology and how it is impacting the toy industry this year. Apps are the latest rage. And of course, the toy industry has discovered how to incorporate them into their industry to take advantage of the market hype! Not only have we seen tablets for kids come out over the last couple of years... but, it looks like the latest trend is apps that require toys for parents to buy. Pretty clever, eh?

Secondly, movies and television have a huge impact on what toys tend to be most popular for the year. This year, I have to say Avengers takes the cake for licensed toys! Watch for a renewed interest in super-heroes this year. The Hulk, Captain America, Batman, Superman... lots of new toys about super-heroes have hit the shelves for the holiday season. Another toy that was just released is "Time for Your Check Up" Doc Doll with Lambie based on the Doc McStuffins Disney series. Will this be the hot toy for 2012?

Third, you can always expect some remakes of what was once super popular. As I already mentioned TMNT is back (again).

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.

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 2013

- **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 Iron Man (movie May 2013)
 - o Monsters University (June 2013)
 - o Despicable Me 2 (July 2013)
 - o Planes (August 2013)
 - o Angry Birds
 - o Star Wars (always popular)
- **Technology:**
 - o Video game systems (Xbox One, PS4)
 - o Video game accessories (biggy!)
 - o tablets for kids
 - o smart phone/ipad games/apps
 - o Music/videos
 - o Children's toys (Remote Control, interactive, etc.)
 - o Online Add-Ons (toys with an online addition like webkinz and app toys)
- **Classic Toys for the holiday**
 - o Trains (always a holiday favorite! - both new and used)
 - o Pretend Play and Dollhouses (new and used)
 - o LEGO
 - o Barbie
- **Budget Toys:**
 - o Collectible toys allow parents to buy as little or as many as they want or can afford

- USED toys!
- **Educational Toys**
 - toys to help teach about money management
 - toys that teach/encourage skills (knitting, cooking, gardening, performing, etc.)
- **Active Toys**
 - Active play gets kids moving – encouraging a healthy lifestyle.
 - Active Intelligence – encouraging play with a purpose gets the mind working while the body is playing.
- **Realistic Toys**
 - Fur Real
 - Baby Alive
- **Eco-Friendly/Green Toys**