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Parenting Insights: Weighing in on the Value of Toys for Young Children



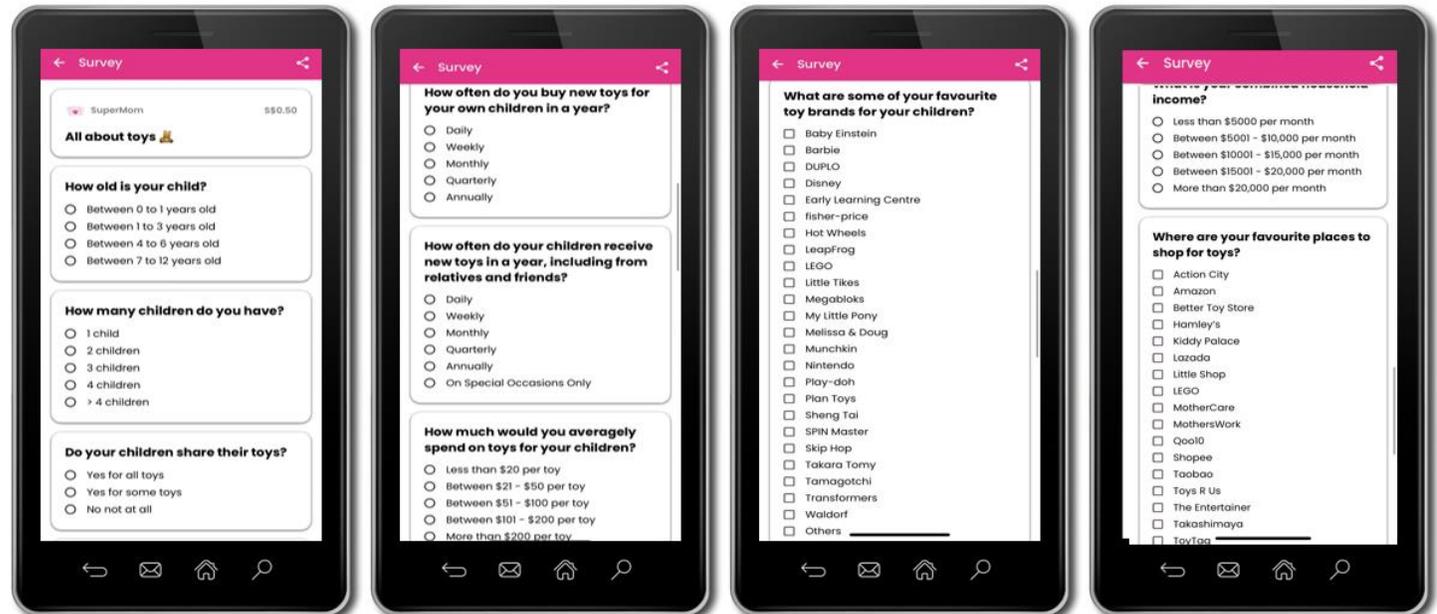
SuperMom Research & Insights

With access to Millions of Parents in SEA, Supermom is able to conduct surveys & research with **SCALE** and **SPEED digitally**. With our AI driven survey & polling app supported by our social commerce ecosystem, we can achieve laser sharp targeting reaching out to the exact research audience.

Supermom has been helping brands across South East Asia gain insights into parenting behaviour to develop data-driven business & marketing strategies.



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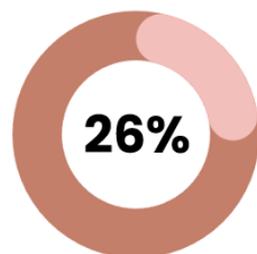


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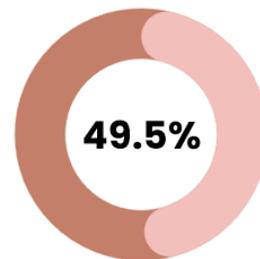
Demographic of Research Audience

Base: 1025 Respondents

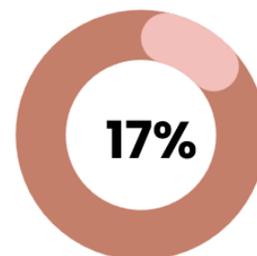
75.5% of respondents have children aged between 0 to 3 years old.



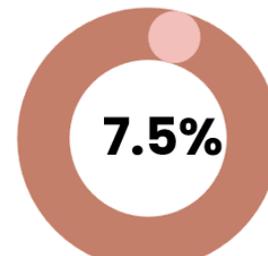
0 - 1 Years Old



1 - 3 Years Old

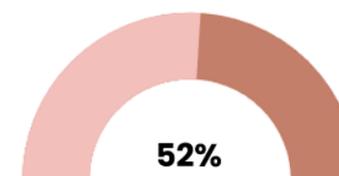


4 - 6 Years Old

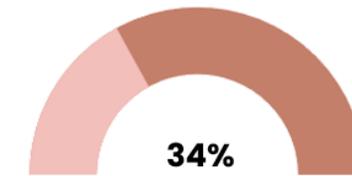


7 - 12 Years Old

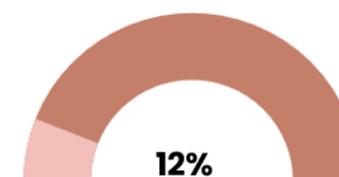
86% of respondents have 2 children or less



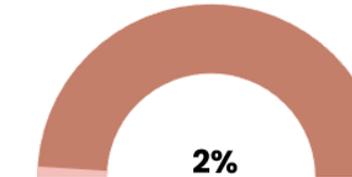
1 child



2 children



3 children



4 children or more

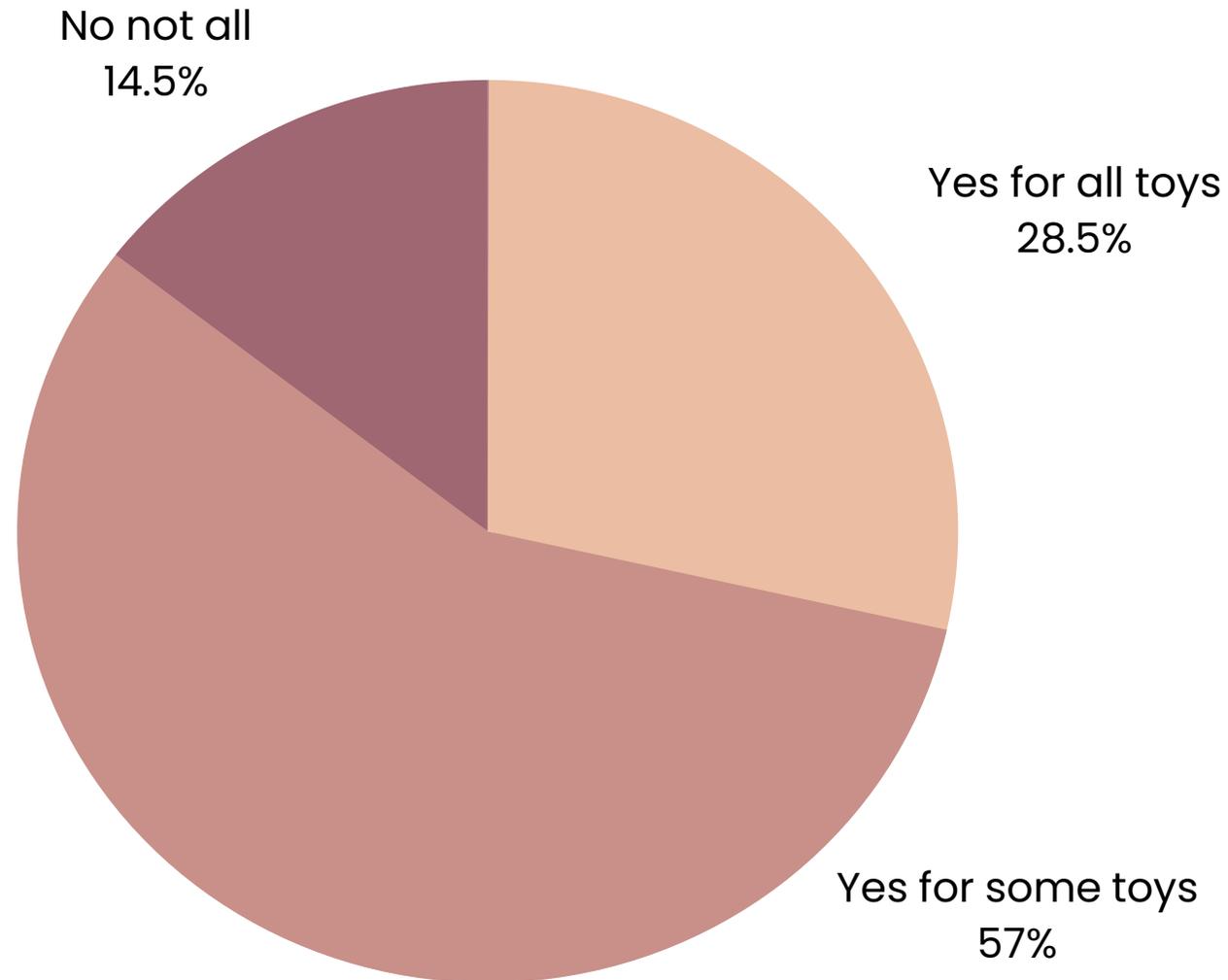
Executive Summary

Toys are important tools in enhancing a child's learning development. It allows children to develop creative thinking and enhances their learning capabilities. Through playing with toys, children develop their motor and cognitive skills, helping them to cope with daily activities and overcome life's obstacles. From an early age, toys help children to walk, socialize, bond, acquire knowledge, increase spatial awareness, recognize colours, shapes and sounds. A large majority of toys today remain age-appropriate, and many children "grow out of them" as they advance to the next stage of learning.

In the modern world, families and gift-buyers are presented with an enormous variety of toys, ranging from action figures to jigsaw puzzles and remote-controlled cars. Depending on the criteria of purchase, toys can be suitable for outdoor play, "smart" play, used as teaching tools for coding and robotics learning, and even imaginative play.

We conducted a survey amongst our database of young families, to find out more about the criteria families in Singapore use when it comes to purchasing toys, the frequency of toys purchase, the influencing factors that determine final purchase and more.

Contrary to society preaching, more than 50% of children do not share all their toys

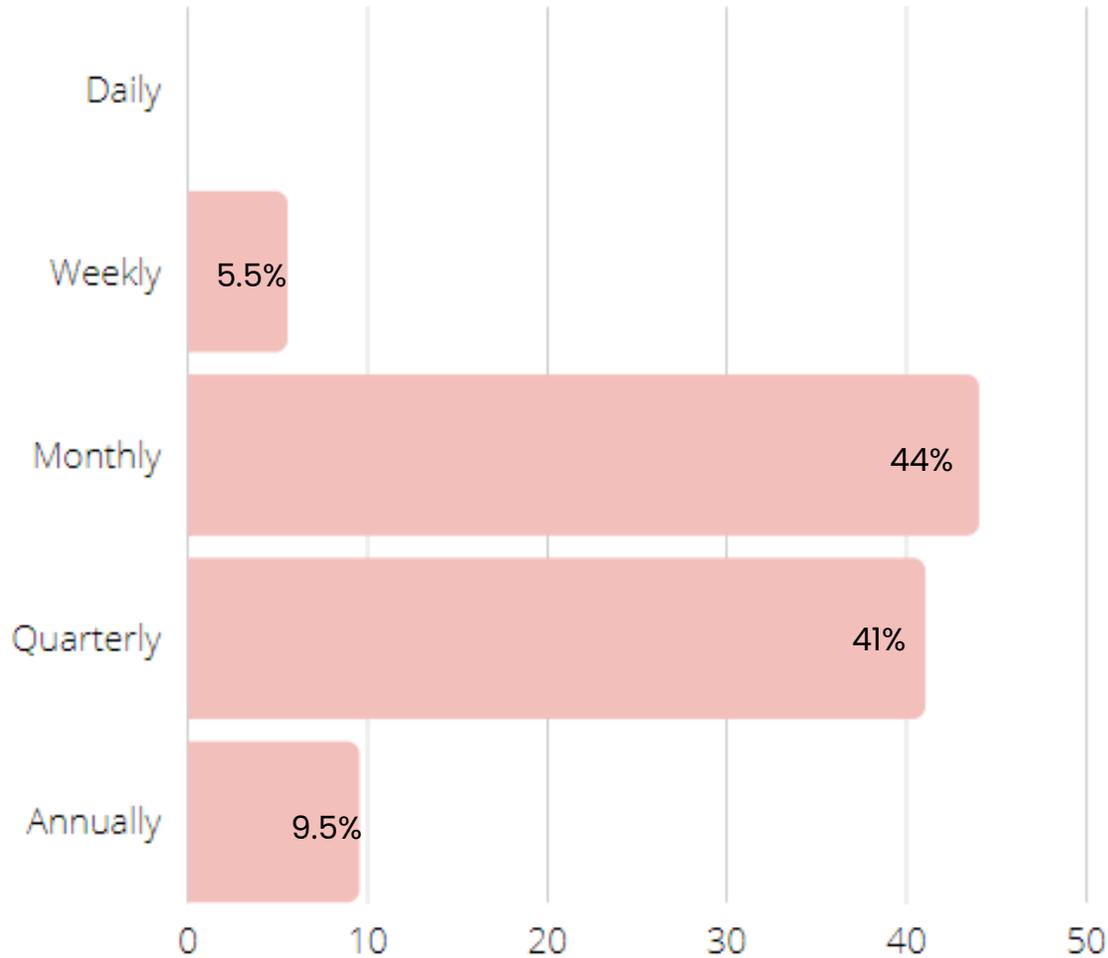


Interestingly, **less than 30%** of respondents have their children sharing all their toys. Potential conclusions of such a situation in a home would include:

- Most children do not understand the concept of "sharing" when young
- Most children identify specific toys as their own or with themselves and do not share
- Toys purchased by gift buyers are not suitable for sharing



Almost 50% of children receive a new toy monthly from their parents



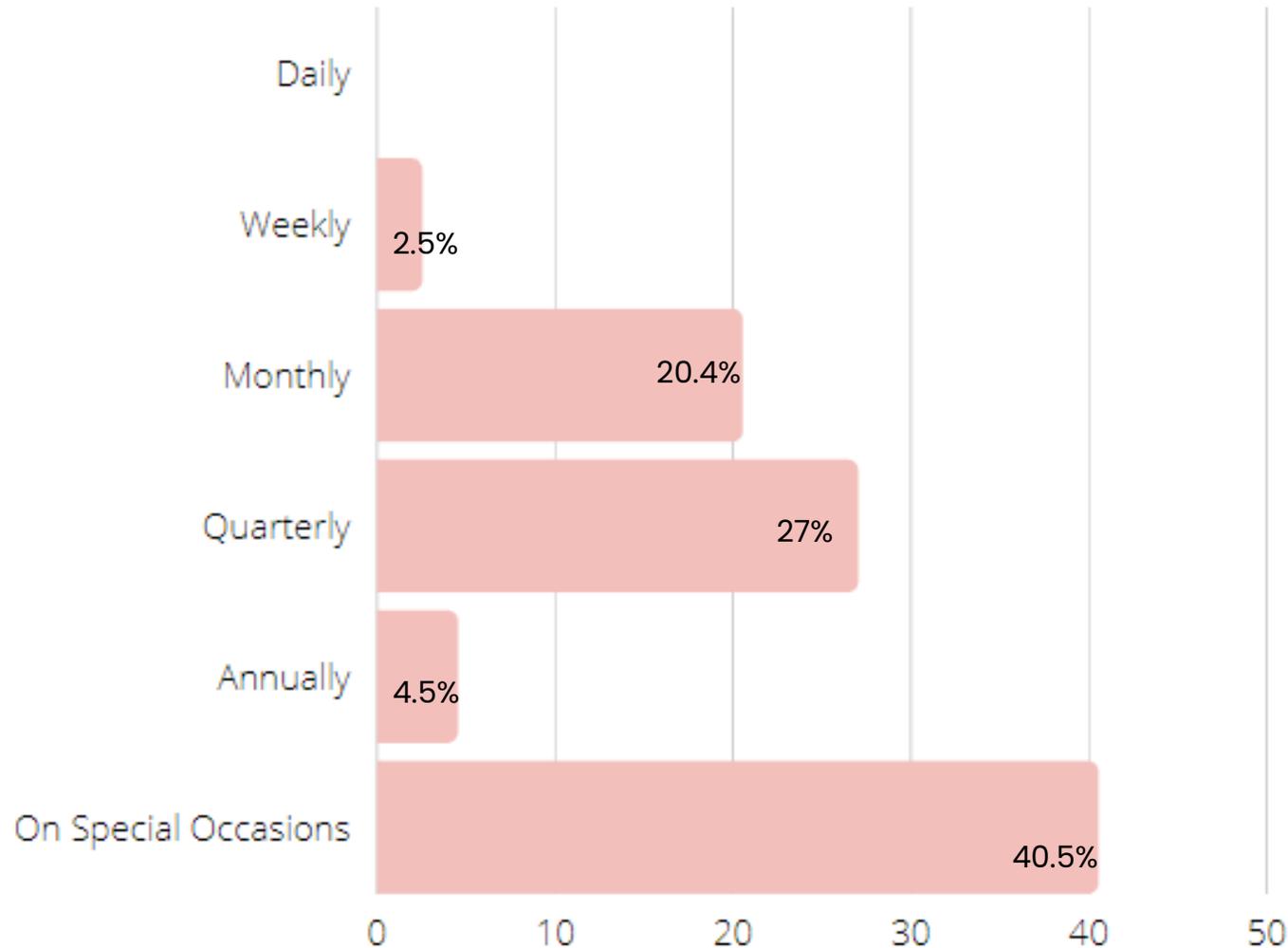
Findings show that **close to 50%** of parents buy new toys for their children on a monthly basis (or even at a higher frequency of a weekly basis).

This does not include the purchase of toys by other family members and gift buyers.

Based on this survey, it can be hypothesised that a large majority of children in Singapore receive toys almost every month



Almost 50% of children receive a new toy quarterly or more frequent from family / friends



Special occasions make up the largest percentage of frequency where children would receive toys from extended family and friends.

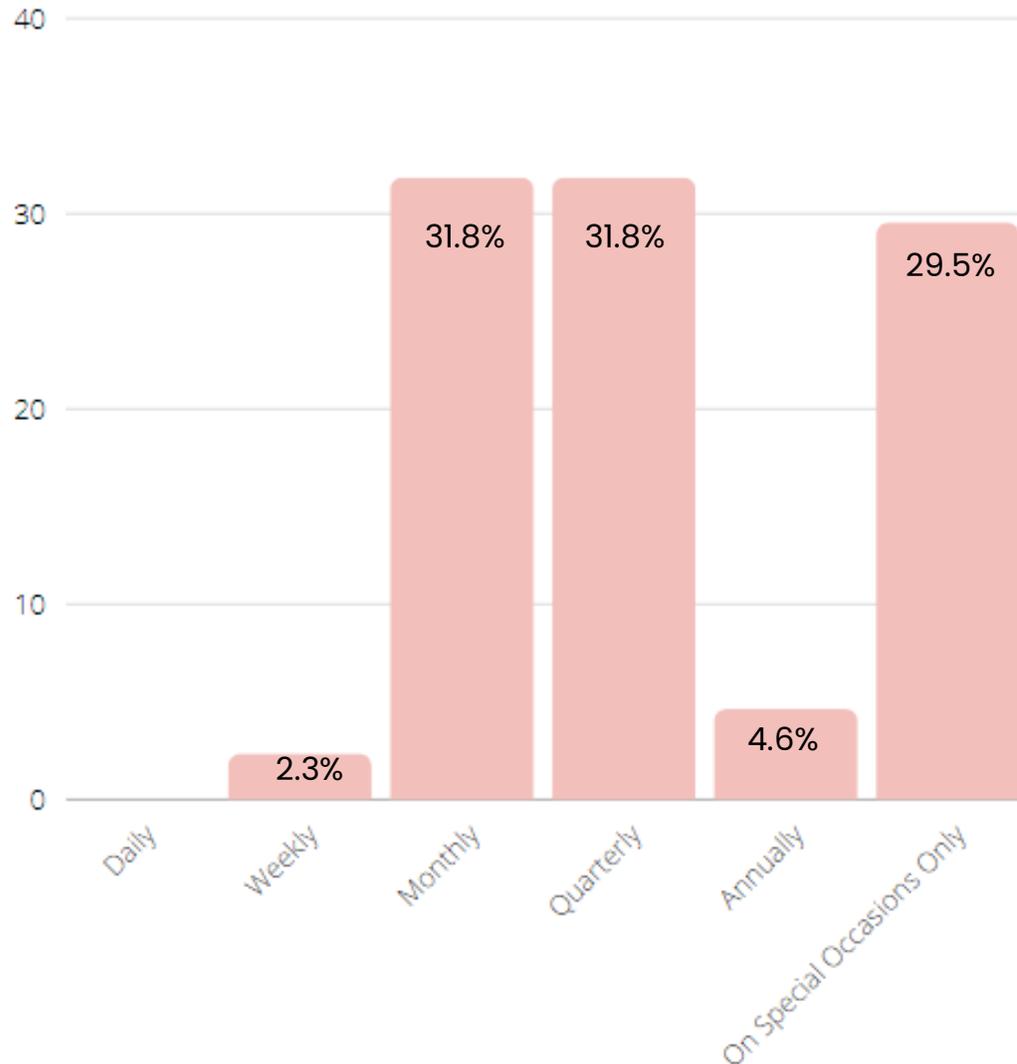
This would include birthdays, Christmas and perhaps even achievement milestones.

It is interesting to see that more than 1/5 of those surveyed have children that receive new toys from friends and family members (outside of parents)

This finding further supports the hypothesis that a large majority of children in Singapore receive toys almost every month



Parents who buy their children toys monthly will also receive majority of toys from friends/family on a monthly and quarterly basis

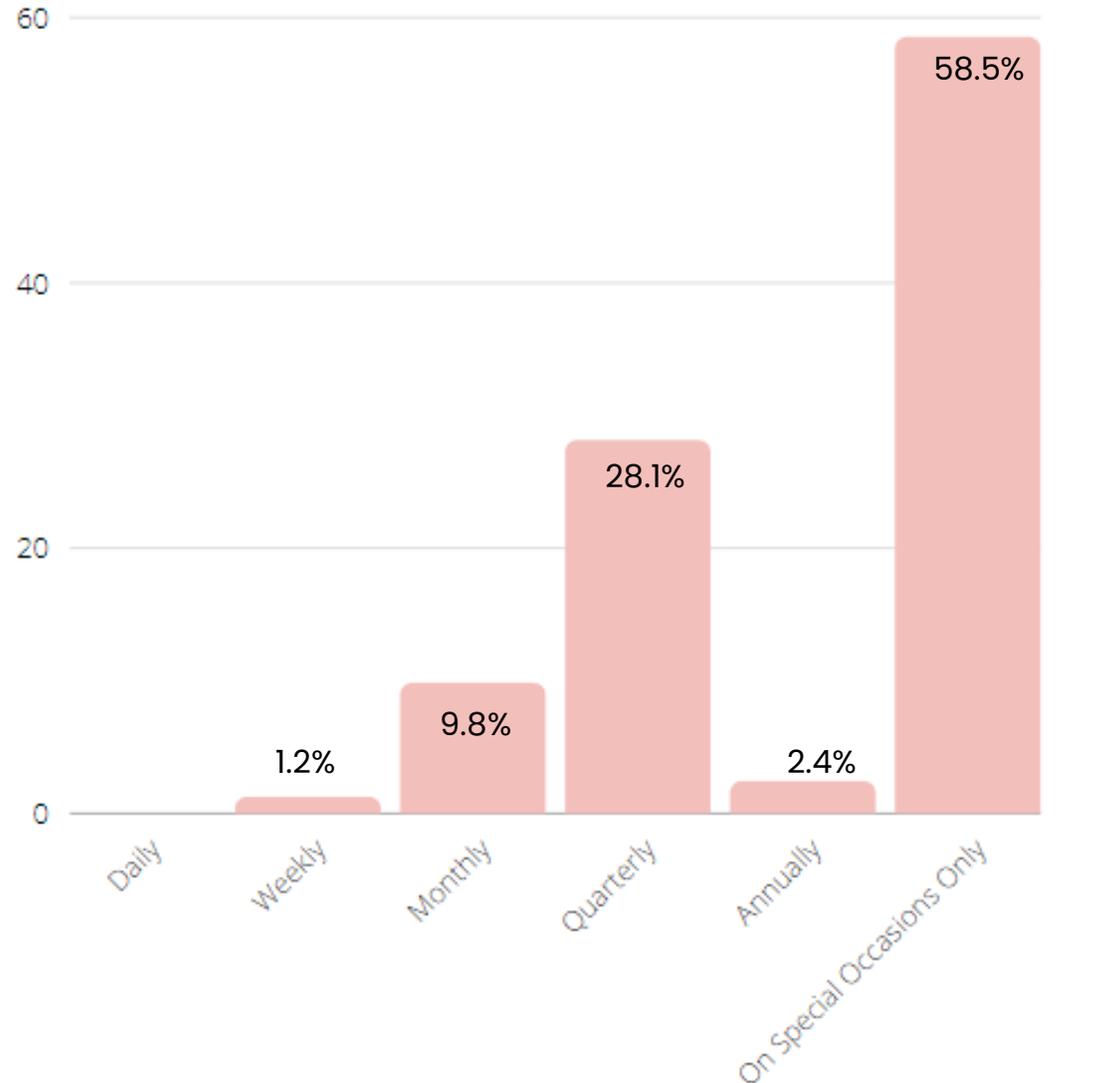


For **44% of our respondents** who indicated that they buy their children toys on a monthly basis, **more than 60% of them** also receive new toys from family and friends on a Monthly and Quarterly basis.

This indicates that on average, their children will receive a new toy in slightly less than a month.



Majority of parents who buy their children toys quarterly will receive toys from their friends/family only on Special Occasions

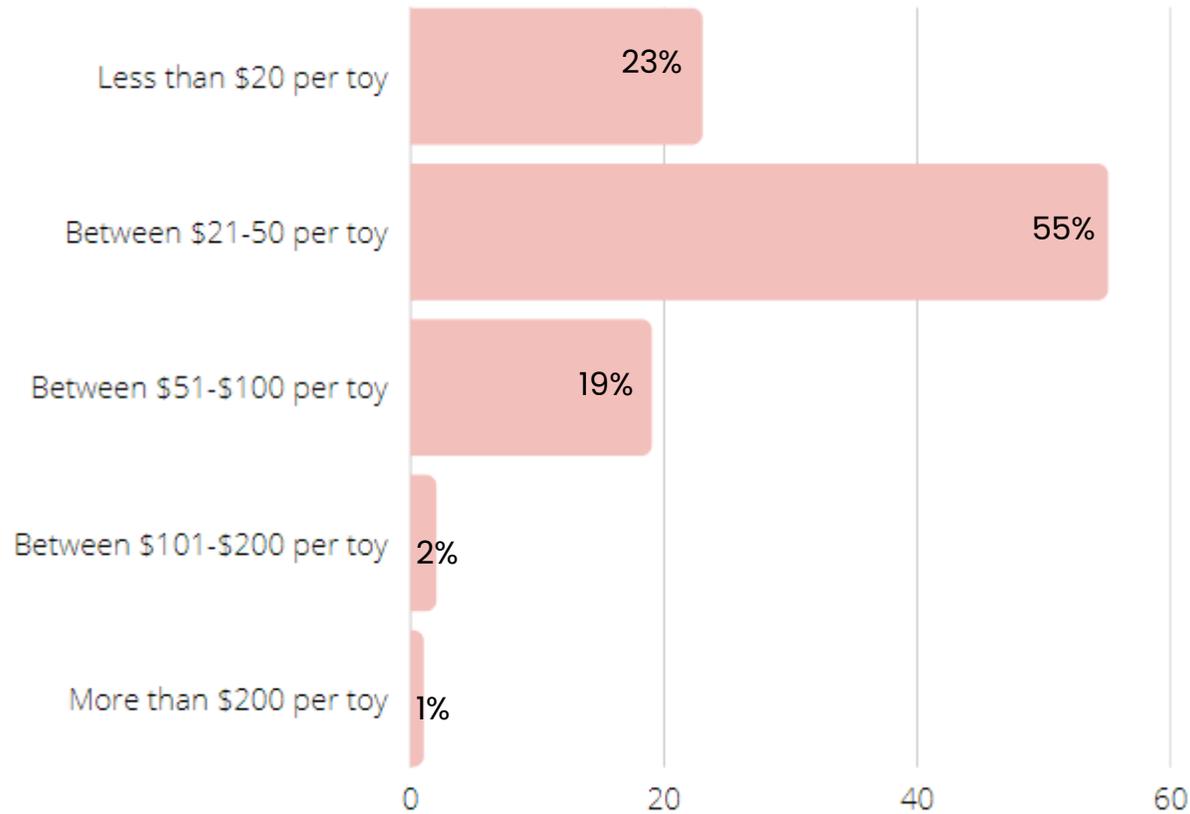


For **41% of our respondents** who indicated that they buy toys for children on a quarterly basis, most of them would only receive new toys from friends/family members on special occasions.

It is also noted that the next largest group of parents would receive new toys from family/friends on a quarterly basis, hence it can be concluded that **28.1% of these children** will receive new toys every one and a half months (8 out of 12), on average.



Parents spend an average of \$49 per toy for their children



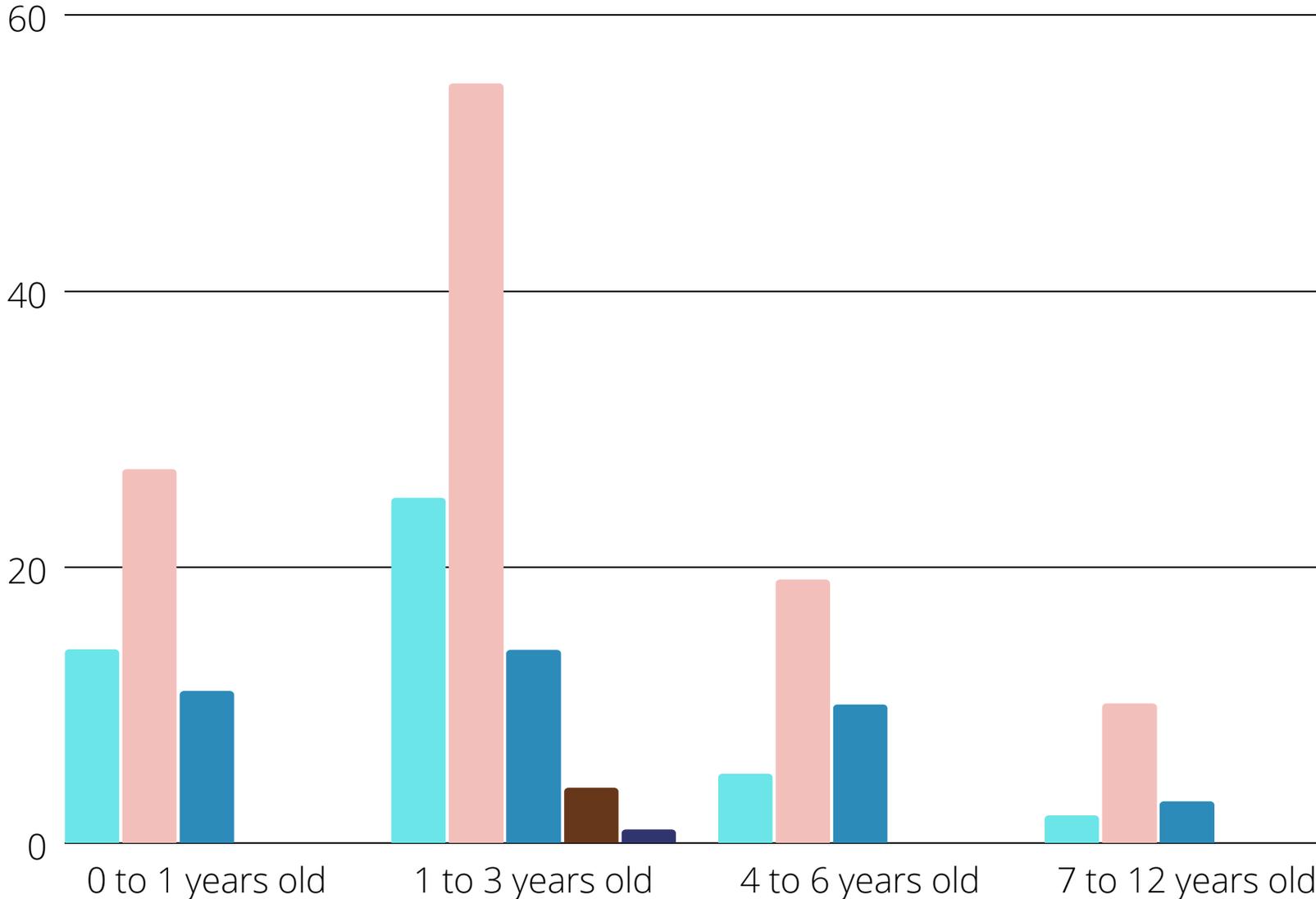
More than 70% of parents surveyed would spend more than \$21 per toy for their child.

This means that the average new toys war chest a child has would minimally be between \$100 - \$150 each year (assuming an average new toy per quarter + special occasions from relatives and friends)



Parents spend most on toys for their children between the ages of 1 to 3 years old

■ Less than \$20 ■ \$21 - \$50 ■ \$51 - \$100 ■ \$101 - \$200 ■ More than \$200



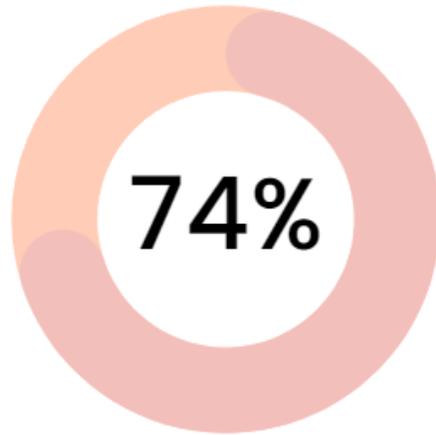
Average spend of parents on toys for their children do not increase with age

Average spend of parents on toys is the highest when the child is between 1 to 3 years old

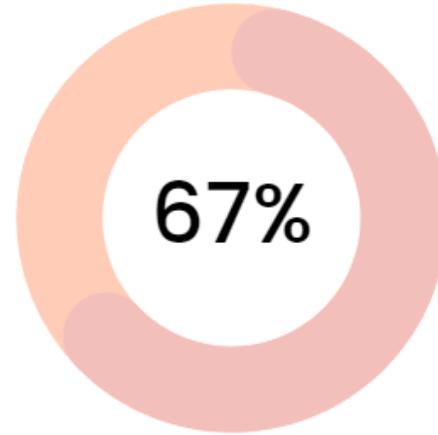


Many parents still prefer to shop at physical retail stores for toys

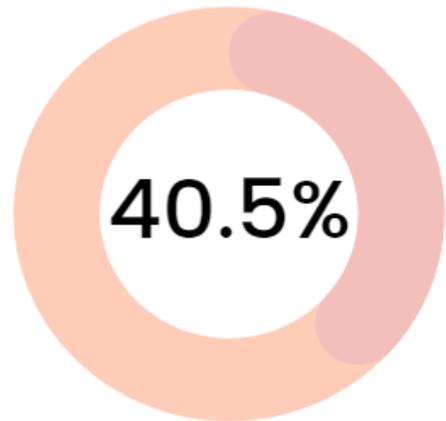
Top Favorites



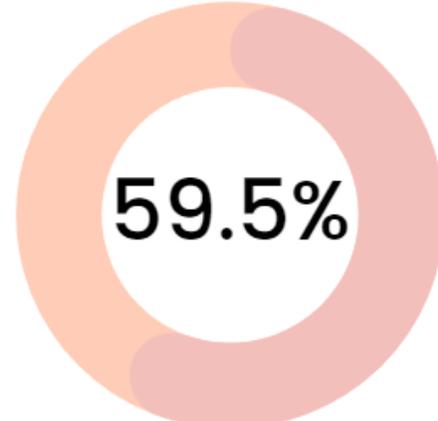
Shop for their toys on shopee.com



Shop for their toys at Toys R Us



Shop for their toys on lazada.com



Shop for their toys at Kiddy Palace

Online vs Offline

46.7%

Shop online for toys

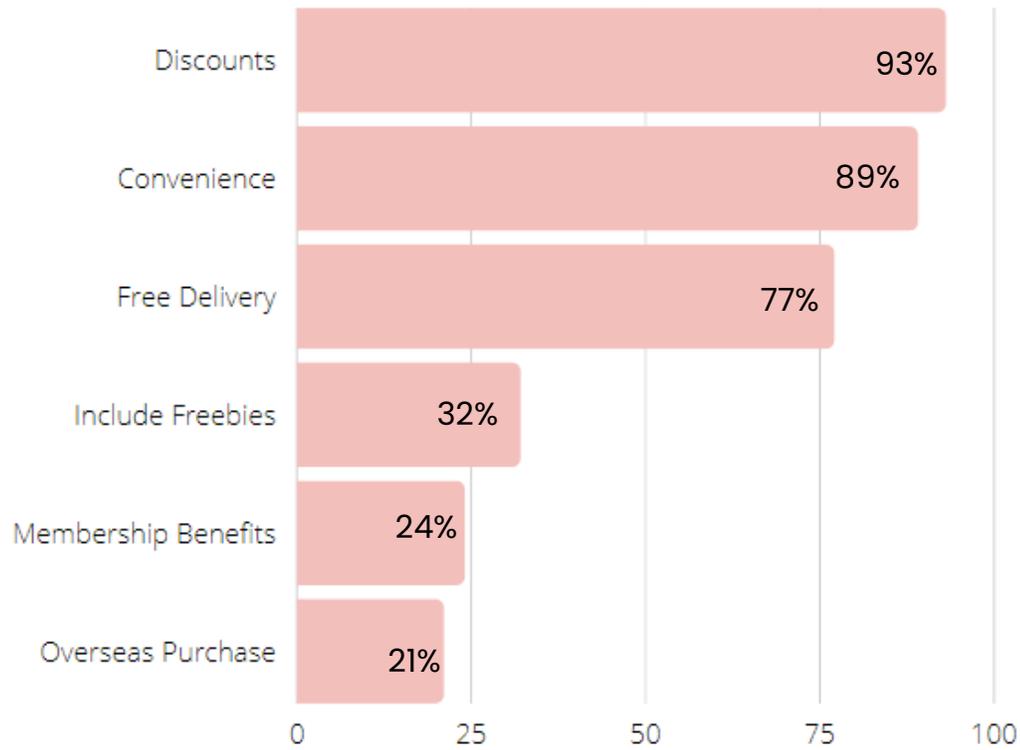
53.3%

Shop at retail stores for toys

Top 3 reasons why parents still like to shop for toys at retail stores:

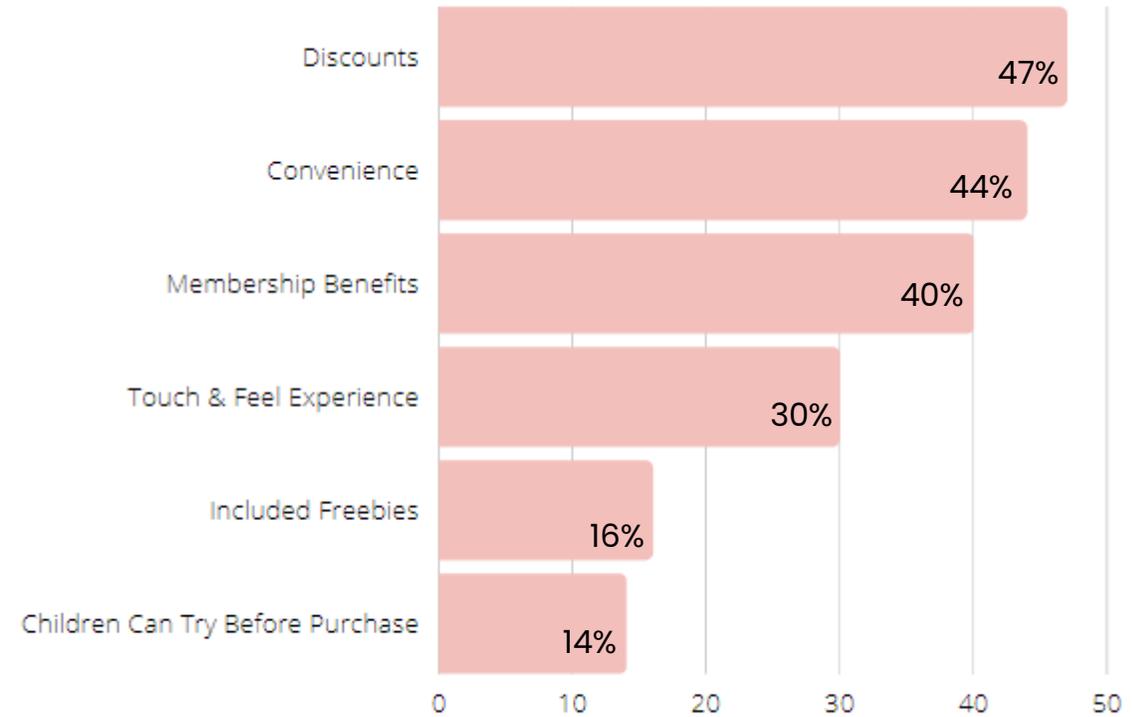
1. The feel & touch experience of toys before purchase is important
2. Parents let their children shortlist their preferred toys to buy and it is important for the child to see and touch the toys before selection
3. Purchasing of toys is an opportunity for parents to bond with their children and an activity not done transactionally over the internet

Preference to Shop for Toys at Retail Stores is Contributed by a Variety of Reasons Equally while Average Spend is 8.6% More at Stores vs Online



Factors That Drive Toys Purchase Online

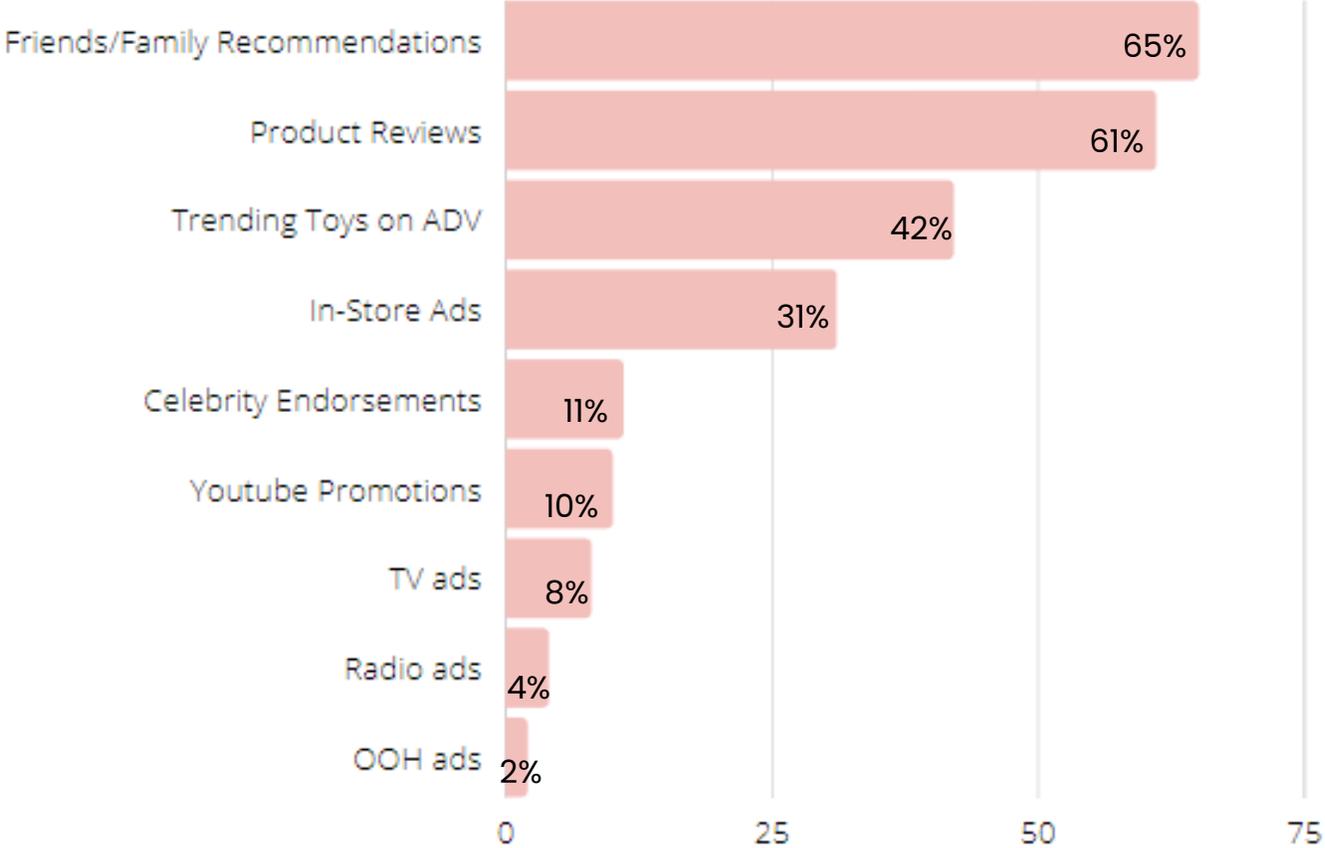
Average Basket Size for Toys Purchased Online = \$58



Factors That Drive Toys Purchase at Retail Stores

Average Basket Size for Toys Purchased Offline = \$63

More than 60% of Toys Purchases are Influenced by Friends / Family Recommendations + Product Reviews



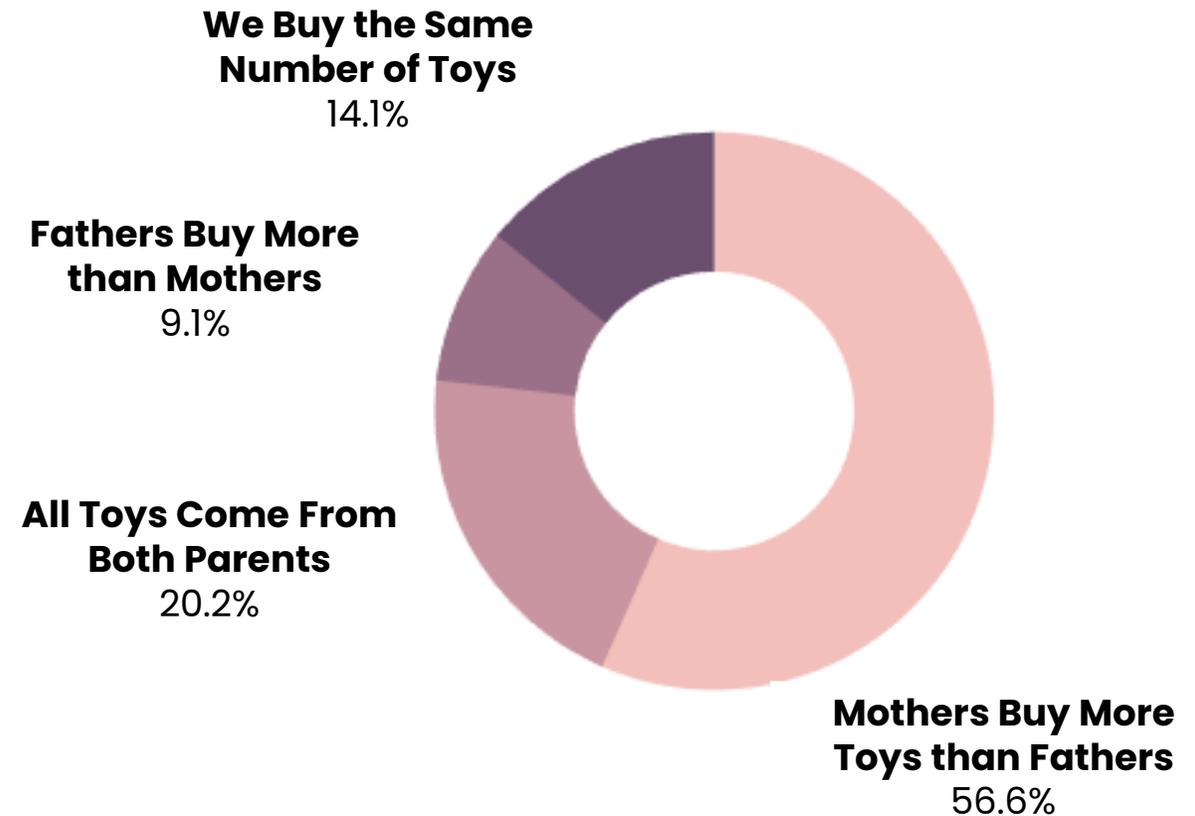
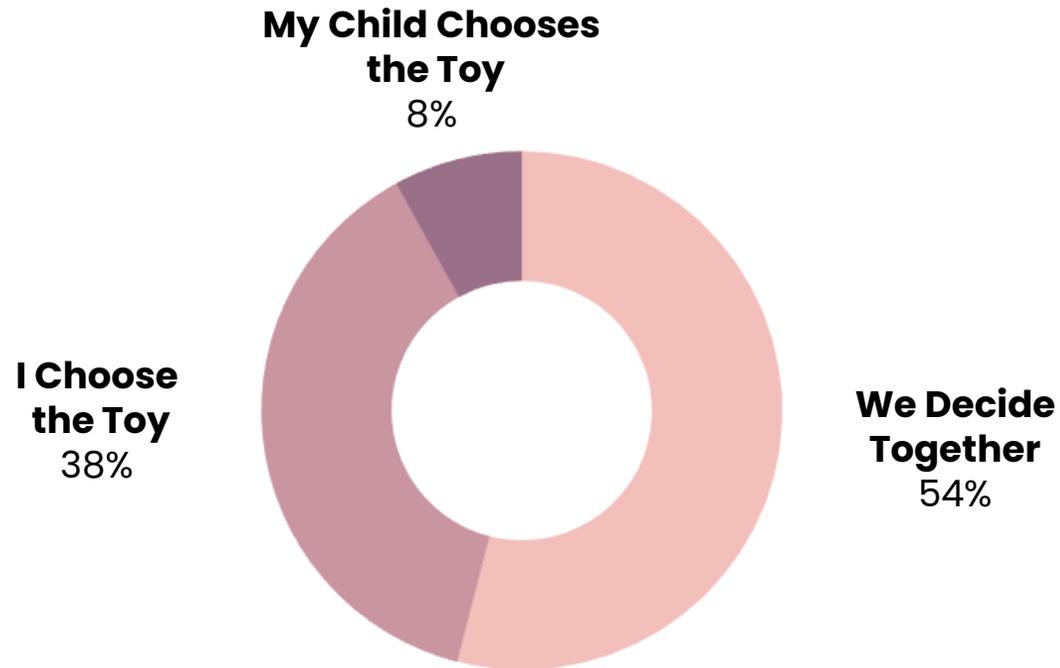
65% of parents surveyed are influenced by Peer to Peer Recommendation amongst friends/family network when it comes to selection of toys for children, and many refer to product reviews online about these toys before purchase.

Parents also tend to purchase toys that they see on advertisement in stores (or on the online stores), and are not impacted by unboxing reviews by celebrity influencers nor traditional media advertising.

For toy brands hoping to increase their market share, a shift in market expenditure to focus on WOM marketing efforts and increasing quality product reviews found online would make a difference in winning the wallet share of these consumers.



Only 8% of parents let their children decide on the toys to purchase, while most toys come from mothers



Educational toys are a priority for parents, eco-friendly ones are not



38% of parents surveyed like to buy wooden toys for their children, at least 5% more than those who would buy outdoor toys for their children



86% of parents surveyed would like to buy educational toys for their children



Only **22%** of parents surveyed see the importance of buying eco-friendly toys for their children



68% of parents surveyed like to buy toys that stimulate innovation, imagination and interaction

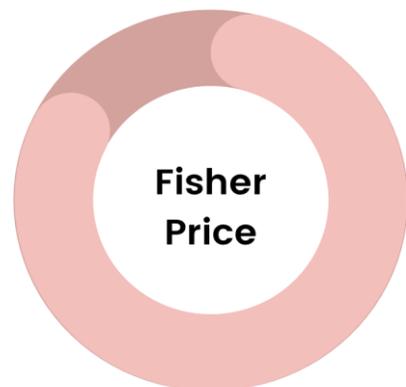
Top 3 reasons why parents buy toys for their children:

1. Parents see toys as part of their child's education and development
2. Parents see toys as tools to enhance motor skills
3. Parents see the importance of toys for interactive, imaginative play



Top toy brands for each age group

For Parents with 0 to 1 Years Old (52 parents)



86.5%



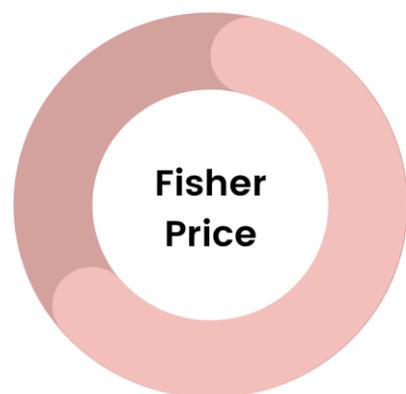
57.7%



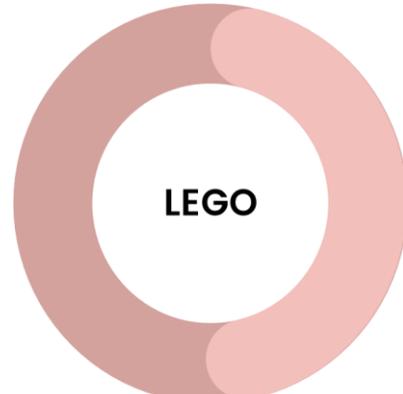
48.1%

International, legacy, premium toy brands remain a hot favorite amongst young families surveyed in Singapore

For Parents with 1 to 3 Years Old (99 parents)



67.7%



50.5%

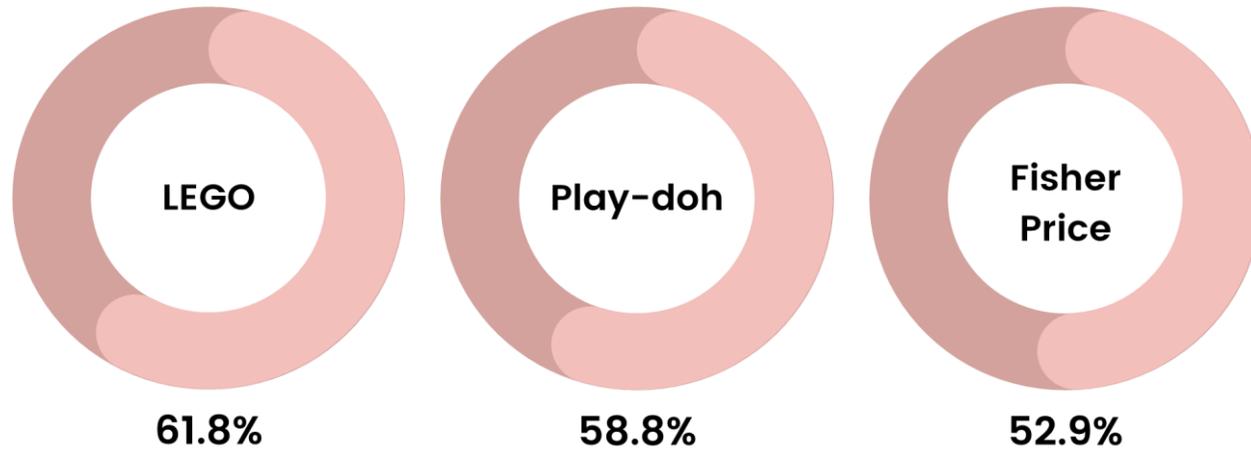


49.5%



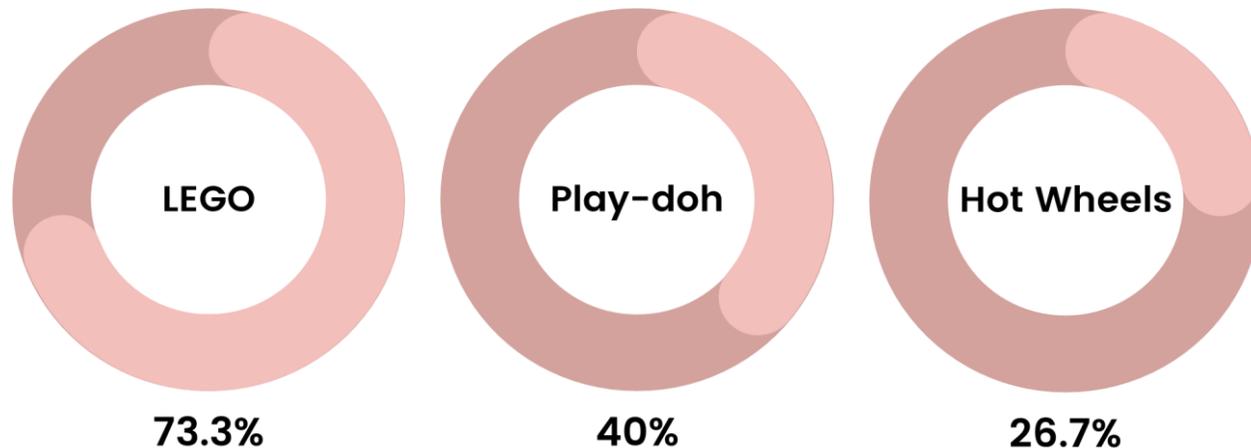
Top toy brands for each age group

For Parents with 4 to 6 Years Old (34 parents)



International, legacy, premium toy brands remain a hot favorite amongst young families surveyed in Singapore

For Parents with 7 to 12 Years Old (15 parents)





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Key Takeaways

Majority of new toys arrive within 1 – 3 months of each other

When asked about the frequency of toys being purchased for their children, nearly 1 in 2 parents indicated that they would purchase toys monthly for their children. In addition to toys from relatives and friends, young children in Singapore do have new toys added to their war chest within 100 days or less

Fisher-Price, a favourite toy brand across all ages

66.5% have indicated that they like Fisher-price as a toy brand, while the next few favourites would be LEGO (51%) and LeapFrog (47%). While this could be skewed towards the demographics of parents (and their age of children surveyed), it is clear that toy brands that cater to a larger age group are preferred as the children “grow” together with the brand

Large variety matters for shopping destinations

A majority of 74% have indicated Shopee as one of their favourite places to purchase toys for their children. Shopee is an online shopping platform and has a wide range of toys from many brands and vendors, making it a popular choice for variety. For the most favourite physical store, 67% indicated Toys R Us.

Key Takeaways

Top 3 reasons why parents buy toys for their children:

1. Parents see toys as part of their child's education and development
2. Parents see toys as tools to enhance motor skills
3. Parents see the importance of toys for innovation, interactive, imaginative play



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Average spend on toys does not increase with age

The average spend of \$21-\$50 per toy for parents across all age groups remain the same and there is no indication that parents spend more money on their child's toys as their child grows older.

In fact, the most money is spent when the child is between the age of 1 to 3 years old. This presents opportunities for toy brands who are keen to expand their market share, or looking to expand their range of portfolio to focus on this segment that "is willing to spend" in the name of education and development

What Should Toy Brands Do

Leverage on the Power of WOM Recommendation for Toys Purchases

Traditional media has lost its shine in its ability to influence toy purchases amongst parents, perhaps driven by the lack of time to watch TV and Radio due to conflicting child-rearing duties. Watching celebrity unboxing toy videos may not also be as impactful as having fellow parents recommend the benefits of toys they have with other parents in their social circles. Toy brands who are keen to reach out to expand their market share should give serious thought to how they can tap on the power of word of mouth marketing amongst parenting community closed groups, peer to peer chats to seed in influence about the benefits of their toys for today's young learners.



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Educational, future-ready for 1 to 3 year olds

For toy brands looking to introduce a new portfolio of toys and grow their market share, they should consider investing in a segment of toys that target parents with children 1 to 3 years old, and backed by a rich methodology of educational benefits for one's child that prepares them for the future world. This would allow the toy brand to harvest maximum revenue amongst the consumer group that would spend the most on toys for their children. While eco-friendly toys may not be on trend, wooden toys have a niche market and new start ups can explore this segment of the market to target the mid to higher income groups who are interested in more than just off-the-mill brands for their children

Let's Collaborate!

To find out more about how you can tap on our survey insights capabilities and leverage on our first party data to understand your market opportunities better, contact us at info@welovesupermom.com

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