



Spielwarenmesse
International Toy Fair
Nürnberg
01.02.–06.02.2012

New Start: Wednesday!

Toys4Teens study by Spielwarenmesse eG: Teenagers like playing and look for quality

- Teenagers spend 146 euros a year on playing
- Motto of the fair from 1–6.2.2012 shows play and consumer behaviour of 13 to 17-year-olds

Focus on teenagers: With its fair motto of Toys4Teens, the Spielwarenmesse International Toy Fair Nürnberg 2012 is geared to the attractive target group of 13 to 17-year-olds. The Toy Fair Special brings out the play and communication behaviour of the young consumers. Exhibitors present products for teenagers on individual theme islands in a 300-m² special area at the Mitte (central) entrance. There toy retailers also find out how to arrange the sales area in their own shops to approach teenagers in a more targeted way.

Spielwarenmesse eG is publishing a study to provide retailers and manufacturers with the facts on teens' buying and playing behaviour. The study was created in cooperation with the Munich market research company iconkids & youth and shows what teenagers really like playing with and how retailers currently view this target group. This enables the teens' ideas to be compared with the products offered by the trade, which provides scope for ideas and improvements.

The study shows that virtually all teenagers are agreed: 85 per cent of them "like" or "really like" playing. Last year, for example, 80 per cent of the teens bought toys for themselves and 40 per cent bought games for friends of the same age. Assuming a population of 3.98 million teenagers in Germany, this results in interesting projections for the teenager buyer market for toys.

On this basis, some 15.1 million products for playing and sports worth 472 million euros were bought by the 13 to 17-year-olds in 2011. This certainly makes teenagers an interesting target group for the toy trade.

57 per cent of the teenagers interviewed said they spent most of their pocket money on electronic toys. Other products that often landed in their shopping trolleys were games and puzzles (39 per cent) and sport articles (14 per cent).

Press Information



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Especially interesting: short-lived trend games are out. Teenagers want to use games more than once and look for quality. So not only the price of toys must be convincing, but also aspects like design, emotion and originality.

The study also shows that the trade rates the teens' interest in playing with and buying toys and games distinctly lower than it actually is. For this reason, retailers still make too little effort to win teenagers as customers. Only about one in three of the retailers interviewed had already organized campaigns targeted at teenagers – although such campaigns pay off. The retailers' experiences of promotional campaigns are mainly favourable, and almost all retailers would repeat them.

For the representative study, 500 teenagers aged between 13 and 17 were interviewed personally throughout Germany in October 2011; some 50 retailers added their assessment of teenagers as a target group. The results of the study will be presented in the form of a knowledge brochure at the International Toy Fair in Nuremberg from 1–6.2.2012. Further information about the study can be found at www.toyfair.de/toys4teens.

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Spielwarenmesse International Toy Fair Nürnberg

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The purely trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 80,000 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg, Wednesday to Monday, 1-6.2.2012