

Press release

For immediate release

Spending on toys falls this year

Toys is the only category where spending has dropped this year, but kids are still keen on traditional board and card games, reveals new CHILDWISE report.

Last year, the toys category felt only a small decrease in spending compared to other categories. However, this year, it is the only category where spending has dropped, according to new research from the 2019 CHILDWISE Monitor.

All children were asked whether they buy toys for themselves and, if so, if they have bought any in the last month. They were also asked about toys bought for them.

“A quarter of children buy toys for themselves, falling from three in ten children buying last year¹,” said Simon Leggett, research director at CHILDWISE.

“Self-purchase of toys continues to decline year on year, but remains popular with younger children. However, the proportion who have toys bought for them by other people remains the same this year – more than a third have toys bought for them.”

The 2019 CHILDWISE Monitor is a comprehensive annual report looking at 5 to 16-year-olds’ media consumption, purchasing and social habits as well as key behaviour and reading habits. More than 2000 children in schools across the United Kingdom completed in-depth online surveys for the report, which is now in its 25th year.

Unlike other purchasing categories, buying toys declines with age – more than two in five 5-6 year olds ever buy toys, falling to more than a third of 7-10s, a fifth of 11-12s, 8% of 13-14s and just 3% of those aged 15-16.

Children were asked about spending across 16 categories, such as sweets and chocolate, toys, footwear, sports gear, going out and soft drinks.

Meanwhile, the CHILDWISE report also found when it comes to having fun, traditional board and card games are still a popular pastime.

Three quarters of children, the same proportion that have access to a games console at home, have chosen to unplug and play these sorts of games with their friends and family, and even on their own from time to time.

¹ 26% ever buy toys for themselves, compared to 31% last year

By far the most mentioned game is Monopoly, with one in five saying this is their favourite. Snakes and Ladders, Snap, Cluedo, Draughts, Dominoes, Rummy and Scrabble were also named as favourites.

“Children may have a vast array of electronic gadgets to keep them entertained, and access to any games, music, video and information they want at the click of a button, but when it comes to having fun, traditional board and card games are still a popular pastime,” says Simon.

Findings of the report also include...

- The proportion of children getting regular income is in decline, driven by fewer younger children getting pocket money and children tending to receive ad hoc payments instead.
- Nine in 10 children receive handouts, with three in five getting one in the last week, mainly from parents and grandparents, getting £13.10 on average.
- Average regular income received by children remains at a similar level to last year – £11 per week.
- Spending has made a general recovery, after a fall in purchasing across all categories last year. The category improving most this year is crisps and snacks.
- Toys are bought by two in five young children, dropping from nearly half a year ago.

CHILDWISE is an independent market research agency specialising in children and young people. CHILDWISE has a programme of published independent research and conducts research for government agencies, charities, broadcasters, publishers and brands www.childwise.co.uk

The Monitor Report 2019 covers... children and their media; TV viewing; music; reading; children’s equipment; money; purchasing; sports & activities; health & wellbeing and education and employment.

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