Toys E-commerce Starts Strong in 2021

Toys e-commerce sales in China grew +33% in January 2021 compared to January 2020, reaching $444M (exchange rate at 6.7). **Take a closer look ...**

January's top-growing supercategories

23%

23% of e-commerce sales came from the **largest sales category: infant, toddler, and preschool toys.** Educational elements were vital to sales.

+61% growth in games and puzzles was the greatest growth among all supercategories, contributing **11%** of total gains. **Growth was tied to the 7-day Chinese New Year holiday, when many consumers purchased games and puzzles for entertainment.**

61%

21%

Building sets grew fast: a +**21%** growth rate compared to year ago. **This category ranked #2 among all supercategories.**

Licensed toys grew fast

43%

+43% growth in licensed toys compared to +31% growth in non-licensed toys.

Building sets led licensed toy sales with 29% value share. **Action figures & accessories** were next at 20% share.

29%

132%

Arts & crafts posted the highest growth among licensed toy sales at 132% YOY. Youth electronics declined-3%.

What's ahead for your business? The e-commerce growth momentum in toys is likely to continue through this year in China. Licensed toys will continue to outperform non-licensed toys, as content becomes an increasingly important purchasing motivation. Educational elements - frequently seen in infant/toddler/preschool toys and building sets - will continue to catch parents' attention, propelling growth for the entire toy industry.

Source: The NPD Group/China Toy E-commerce Tracker, January 2021

If you have questions, or if we can support your business in any way, please contact Samuel Yan at +86 (21) 62753222 ext. 303 or email samuel.yan@npd.com.

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