

'24 Holiday Toy Shopping Insights



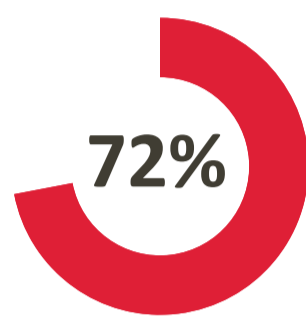
Families are Prioritizing Play



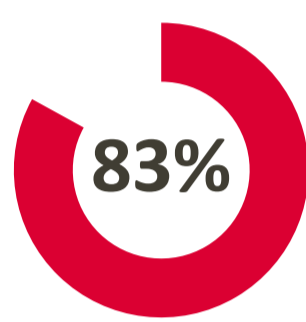
69% of parents would cut from other areas of the budget first to make sure their children have the latest toys.



Parents Just Wanna Have Fun



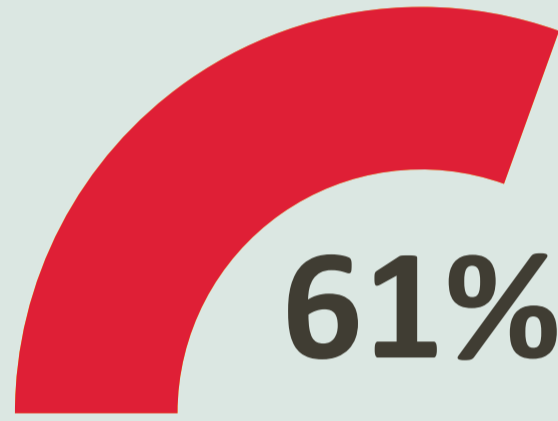
A majority of parents are likely to put a toy or game on their own holiday wish list.



Dads are more likely to ask for their own toys versus 62% of moms.



Connection is King



Majority of moms and dads who have purchased a toy or game for themselves do it to bond with their kids.



Toys that Teach

A majority (56%) of parents consider the **promotion of mental, emotional, and social health** a "large" or "top" consideration when choosing toys for their child.



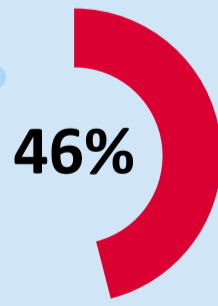
Younger parents under 40 are most likely to prioritize this consideration.



The Gift of Core Values



of parents under the age of 40 consider the sustainability of a toy.



of parents under the age of 40 are likely to consider toys that highlight different races, cultures, identities, and abilities.



Under the Kidfluence



The majority of parents say their purchase decisions have been influenced by children asking for a toy they first saw advertised online or posted by an influencer on social media.



For more holiday toy shopping insights and trends, visit [ToyAssociation.org](https://www.ToyAssociation.org).

Data is based on a 2024 survey of 1,000 U.S. parents conducted by Wakefield Research on behalf of The Toy Association™.