

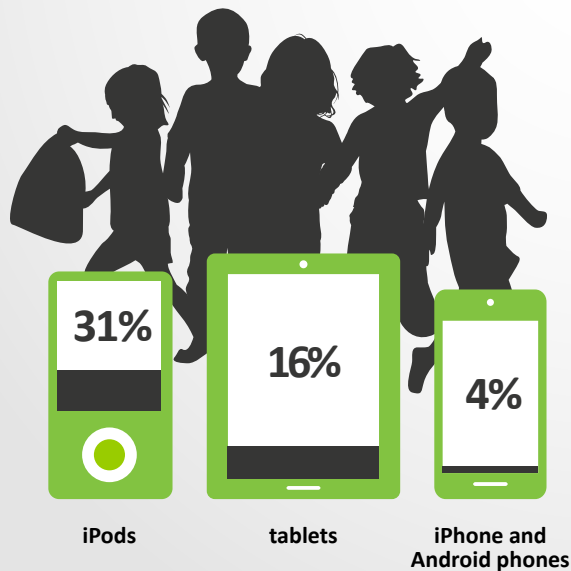
# The Evolution of Play in Canada

Do you know how the Canadian toys industry is shifting? What is the adoption rate of consumer electronic devices, and what is their impact on the traditional toy market?

Here's a look at some of our latest insights . . .

Parents continue to favour purchasing MP3 devices or tablets for their children, rather than smartphones.

Percentage of devices purchased specifically for a child



Child-specific electronics are being replaced by devices that have applications for multiple ages.

Usage of smartphones, tablets, and iPod Touch by children is on the increase.



-13%



-29%



Electronic learning devices (-13%) and portable video games (-29%) are declining in usage among kids. Both device types are marketed for a younger audience and offer little or no content for adults.

While parents may have the final say on device purchases, kids play an important role in content choices.

Only 10% of parents said their children have the most influence over which electronic devices are purchased.

10%

35%

35% said their kids have the most influence in choices related to apps, games, music, and movies.

Understand critical shopping patterns for toys, the role of consumer electronics during playtime, how parents shop for their kids, and more.

Source: The NPD Group / Evolution of Play in Canada, Second Edition

Get more insight on Canada's toy market. Contact The NPD Group at 866-444-1411 or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

