



# Collections

Inspiring Diversity



## France

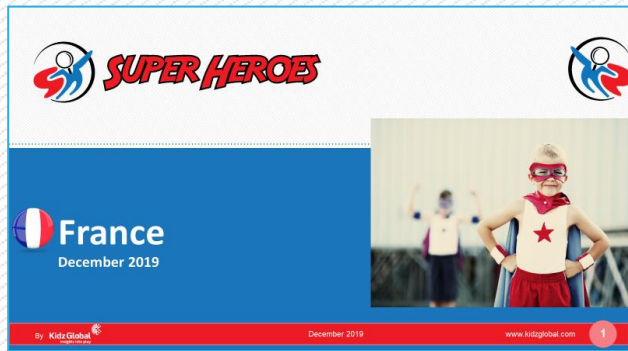
Collections

December 2019





The world of kids is far more complex and diverse now, with more activities, more solicitations from everywhere →  
 Kids preferences, loves, lives, habits: 14 different reports



Reading Habits ★ Playtime & Collections ★ Influences & Advertising ★ Food & Drink ★ Sport Participation

Pen Portraits ★

★ Special or Topical Reports – mini Topical reports

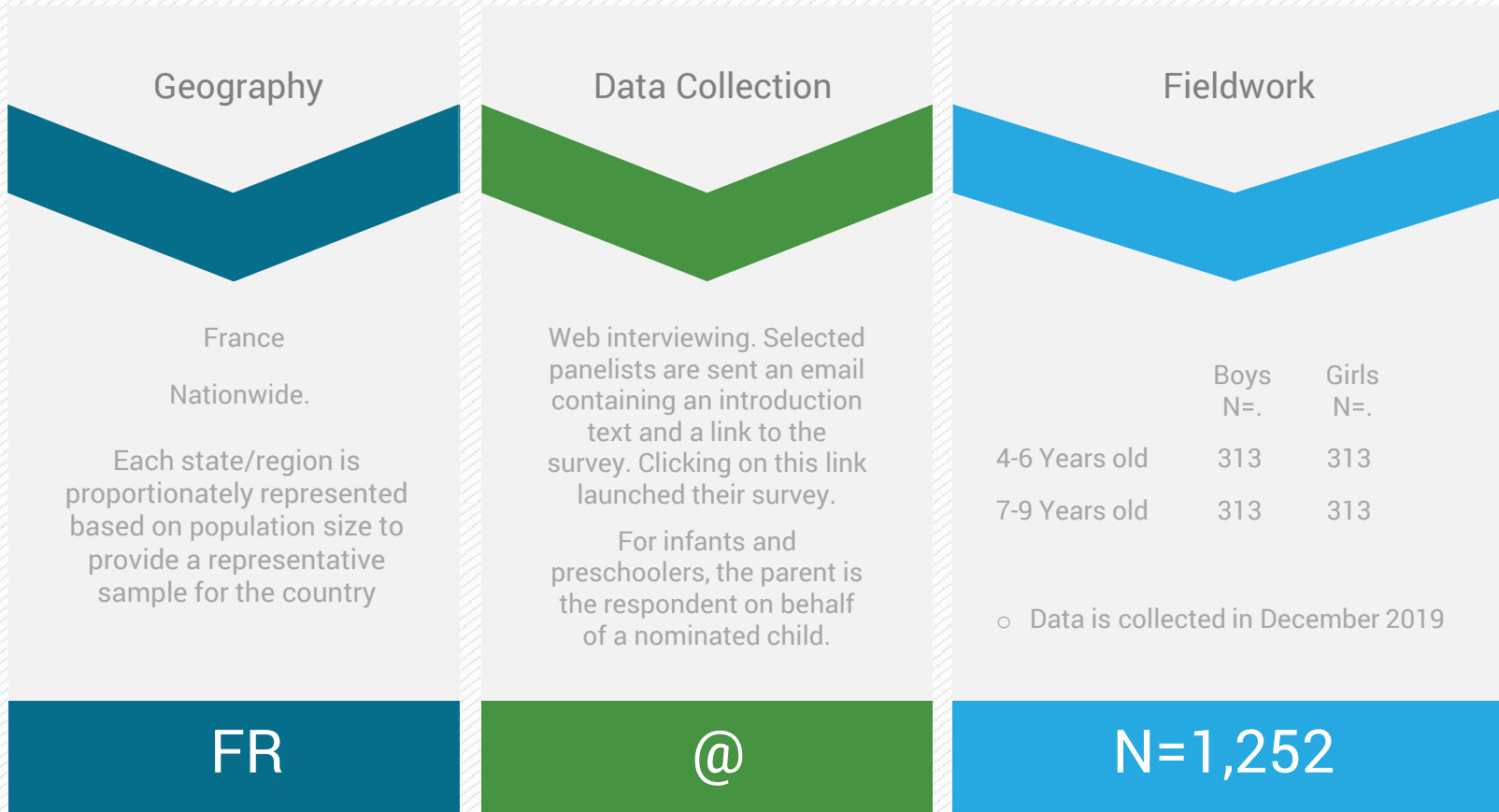
★ Special Reports – includes data extracts from other reports



## Methodology of the report



# The survey is constructed to ascertain the behaviors within each age group and gender and their merchandise appeal





## Global Perspective: Reports available in 13 countries



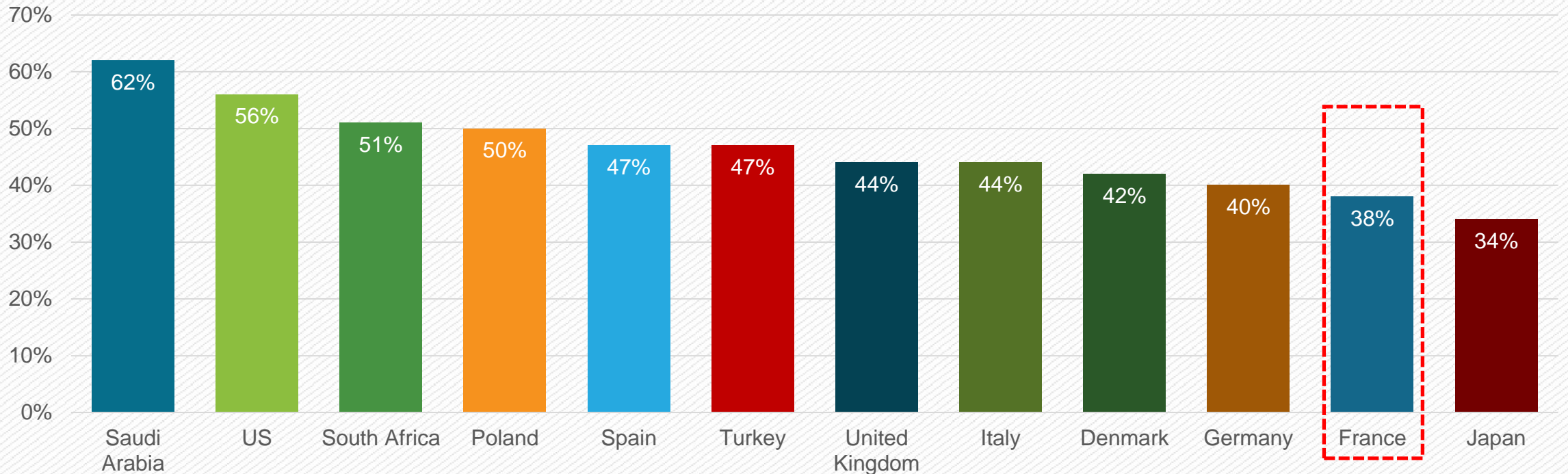


**Main results**



38% of the French children aged 4 to 11 years old have a collection. French kids collect less in comparison to their international counterparts

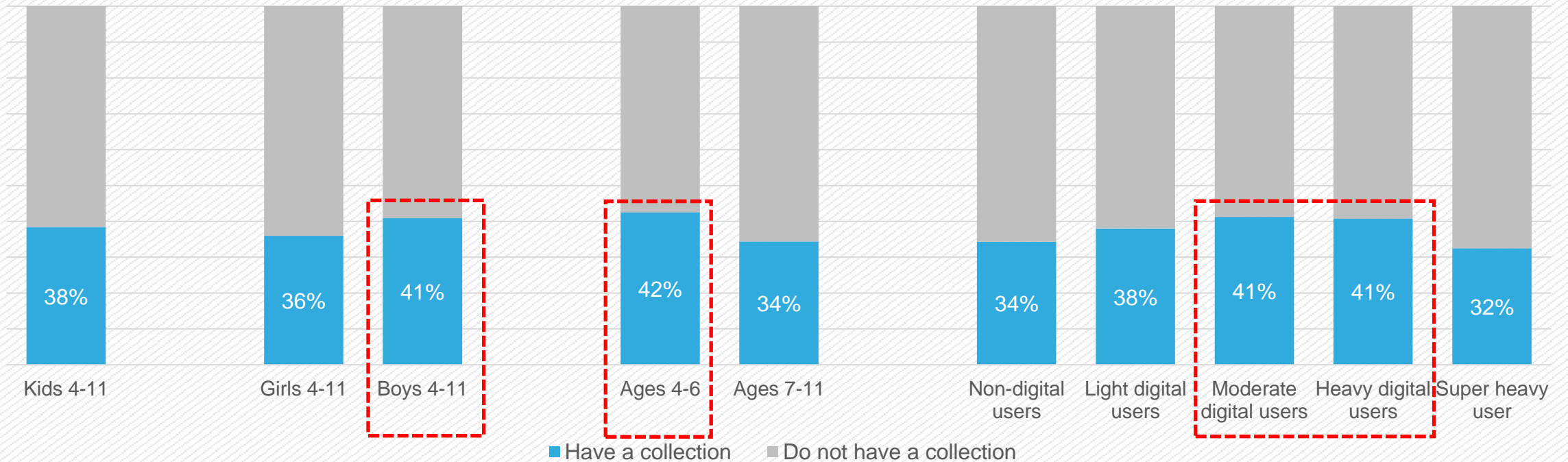
**Kids having a collection**  
France – Kids 4-11





The highest proportion of kids collecting is among kids 4 to 6, boys, and also moderate digital users.  
Usually, kids run simultaneously 1.8 collections

Kids having at least one collection  
France – Kids 4-11

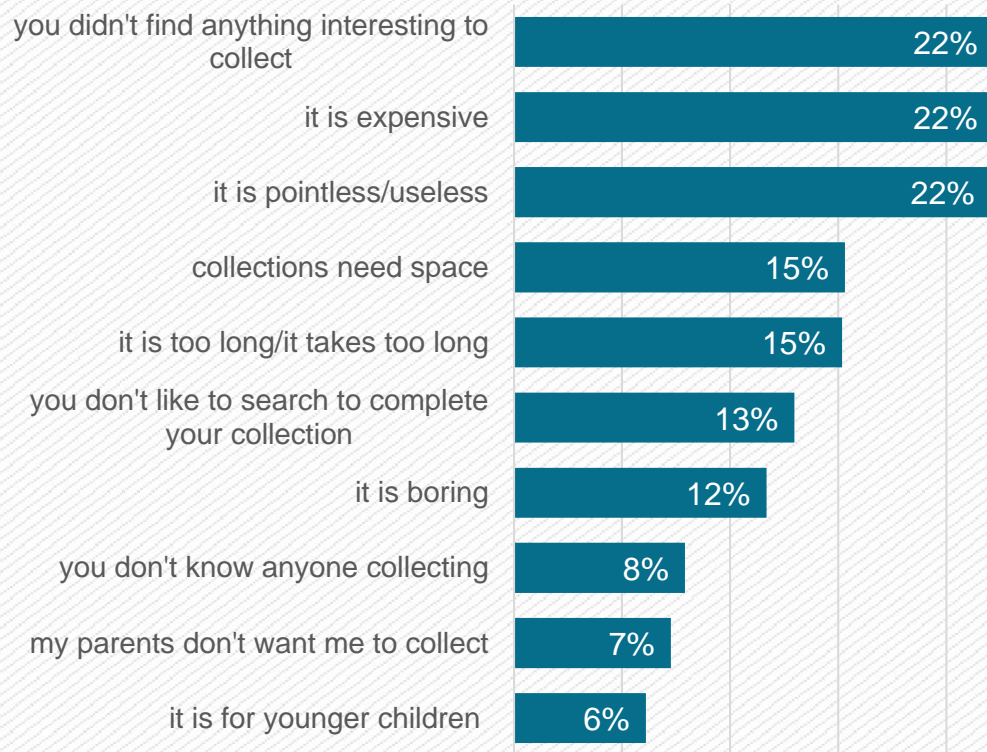




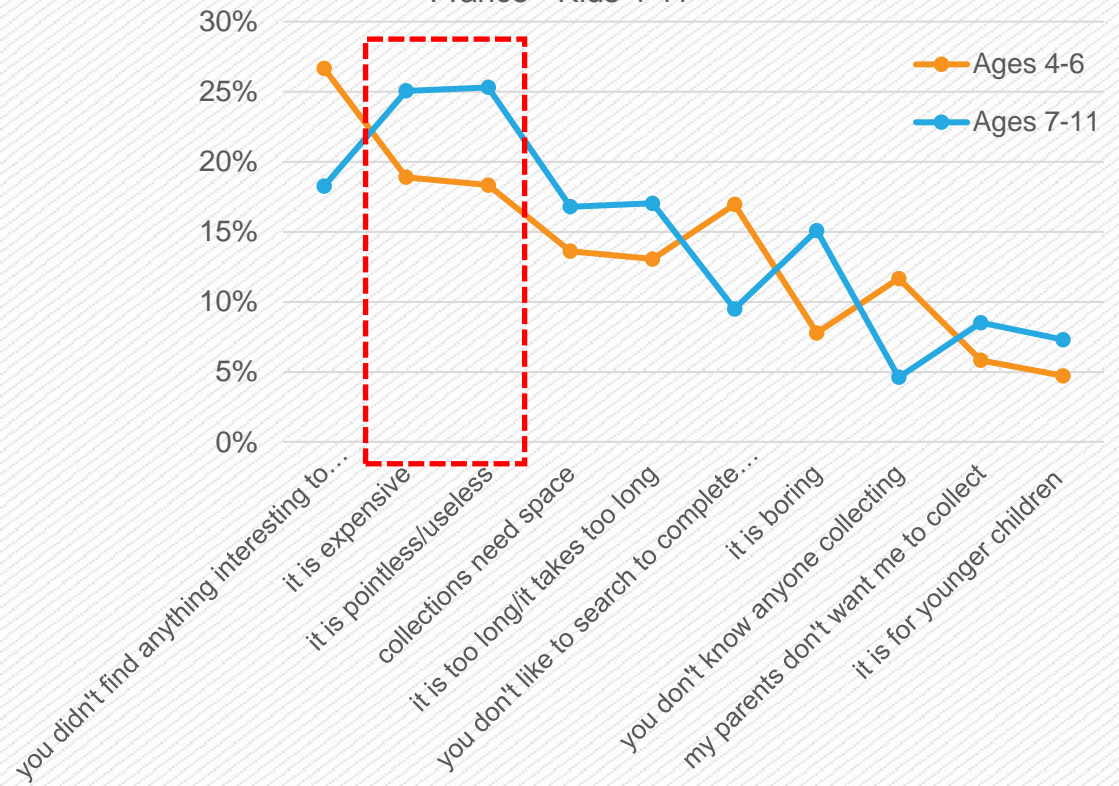


The key reasons not to start a collection are the trouble finding something interesting, the price and the usefulness of the collection.  
The point of doing a pricy pointless collection is the main non-starter among kids 7 to 11

**Reasons for not collecting**  
France - Kids 4-11



**Reasons for not having a collection**  
France - Kids 4-11

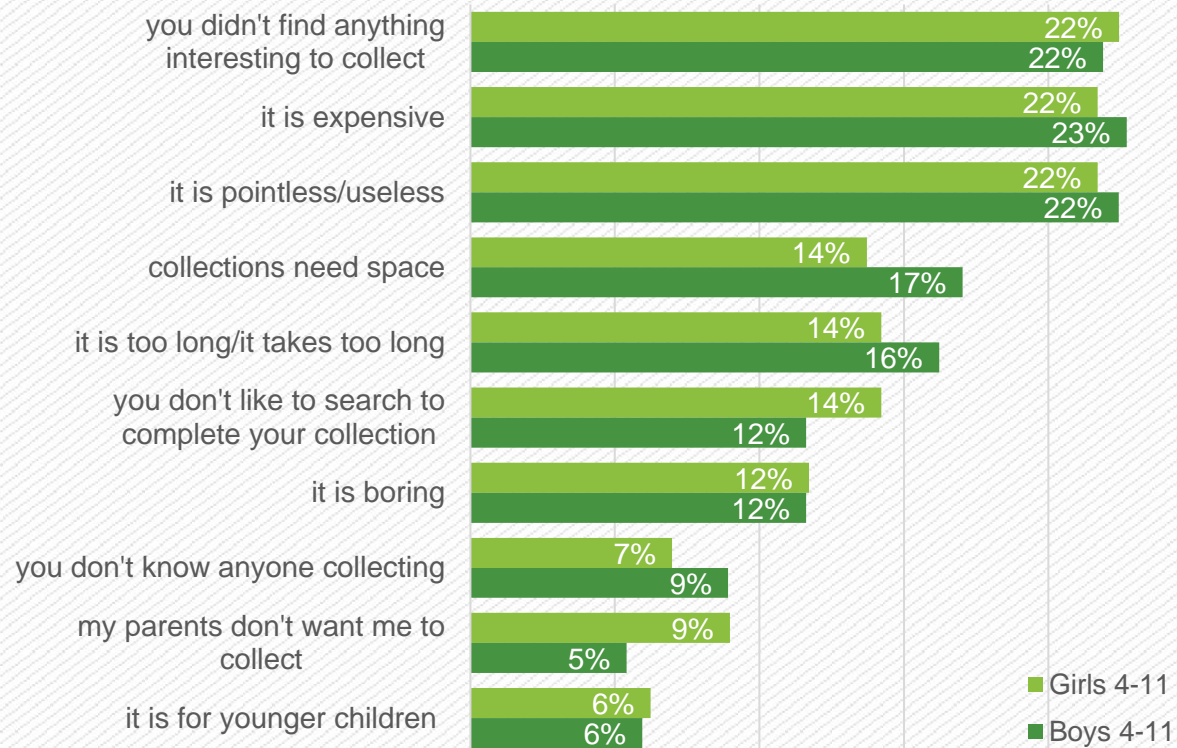




# Girls are usually more practical than boys when it comes to not collecting

## Reasons for not collecting

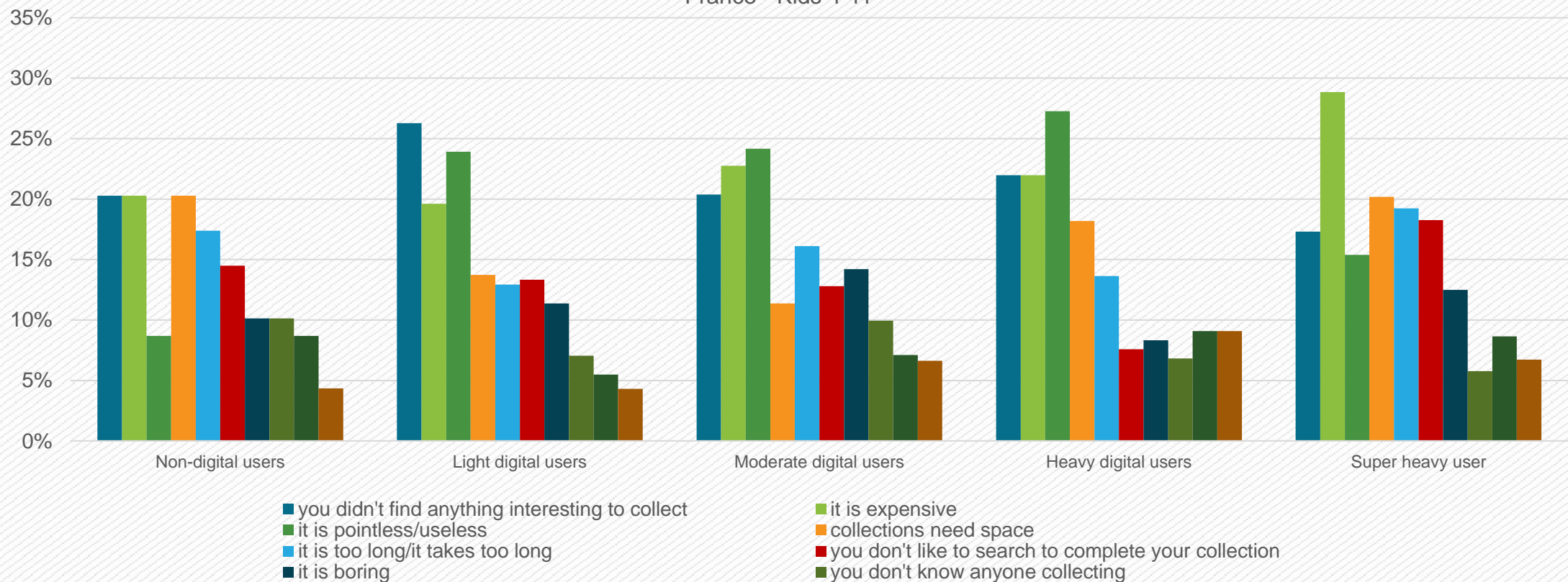
France - Kids 4-11





Interesting enough that super-heavy digital users (spending more than 28 hours a week on screens) would not start a collection as this would be expensive!

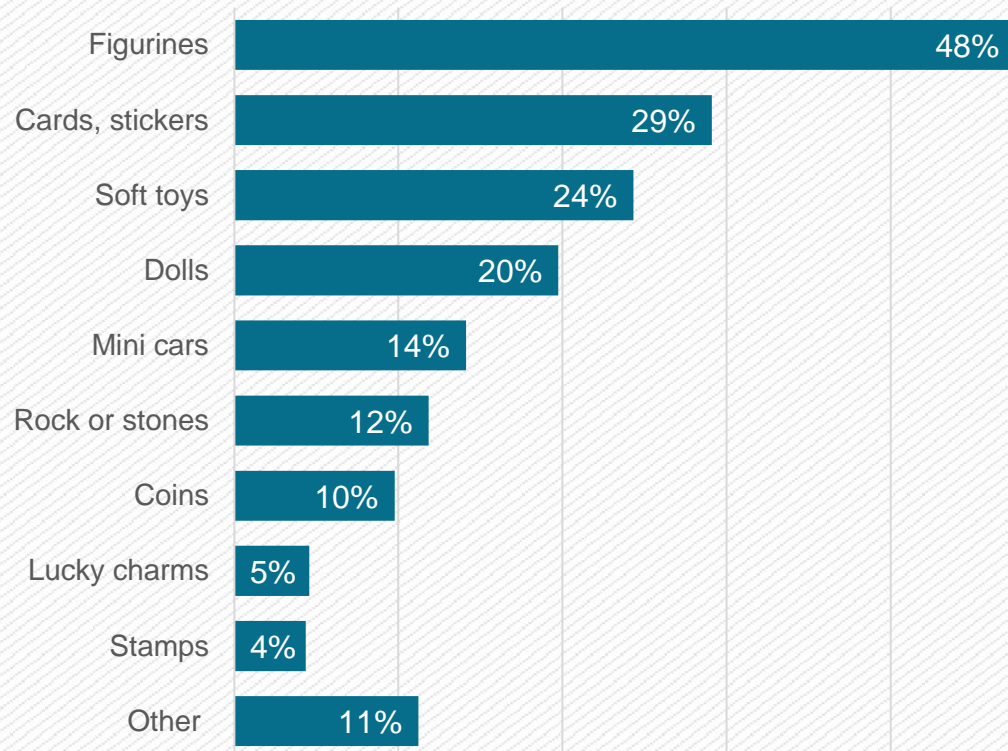
Reasons for not collecting  
France - Kids 4-11



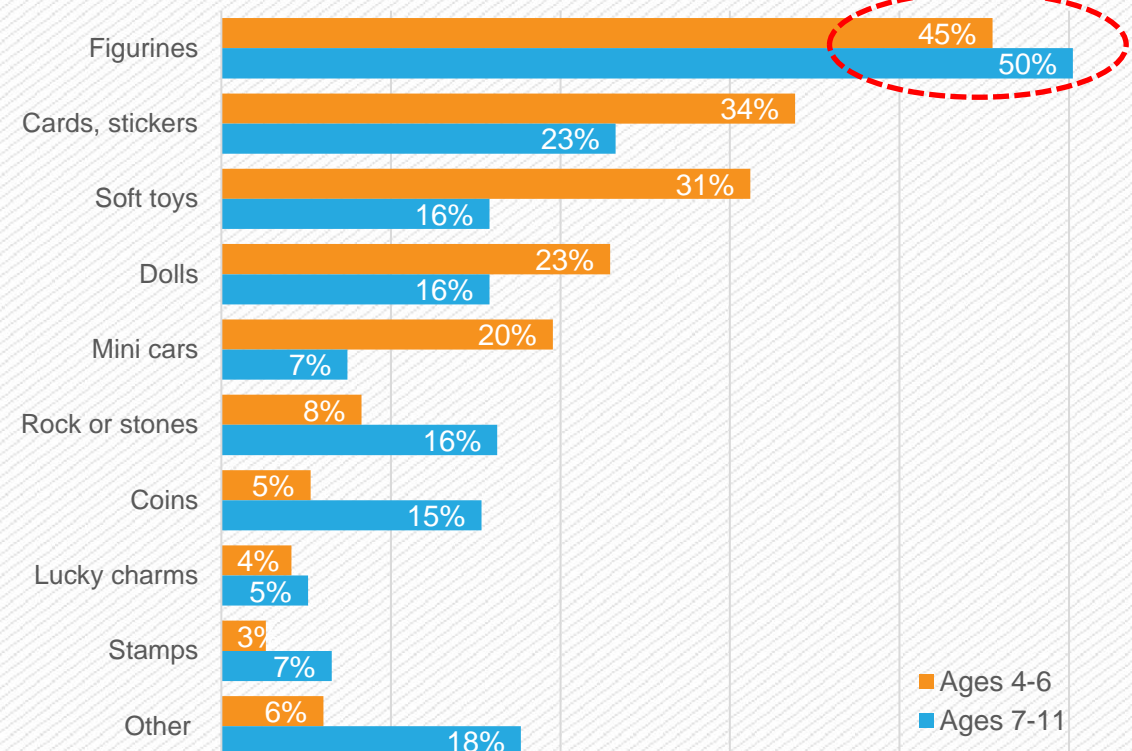


Figurines, then Cards & stickers and Soft Toys are the most common collections. Older kids mostly collect Figurines, then rock, coins or a larger variety of collection; whereas the younger kids tends to focus their attention on a few choices

Types of collections  
France - Kids 4-11



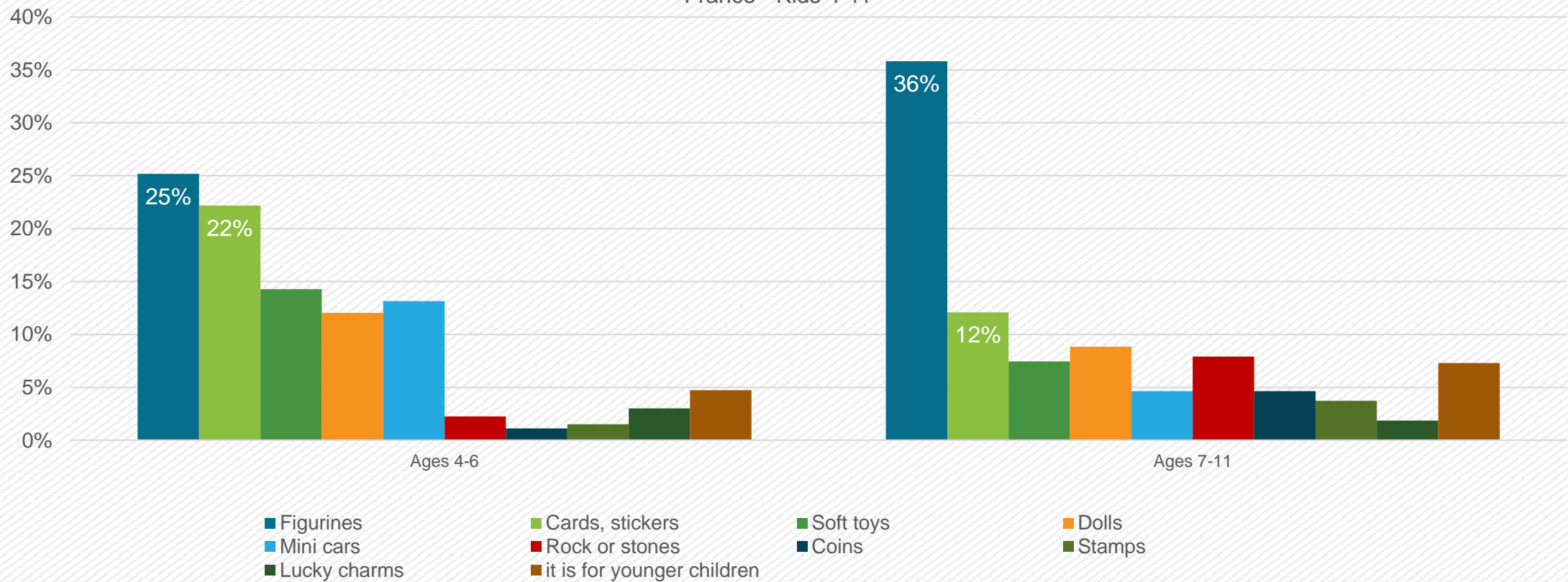
Types of collections  
France - Kids 4-11





# Minds are set on their preferred collection for the older kids; not so much the case for kids 4 to 6

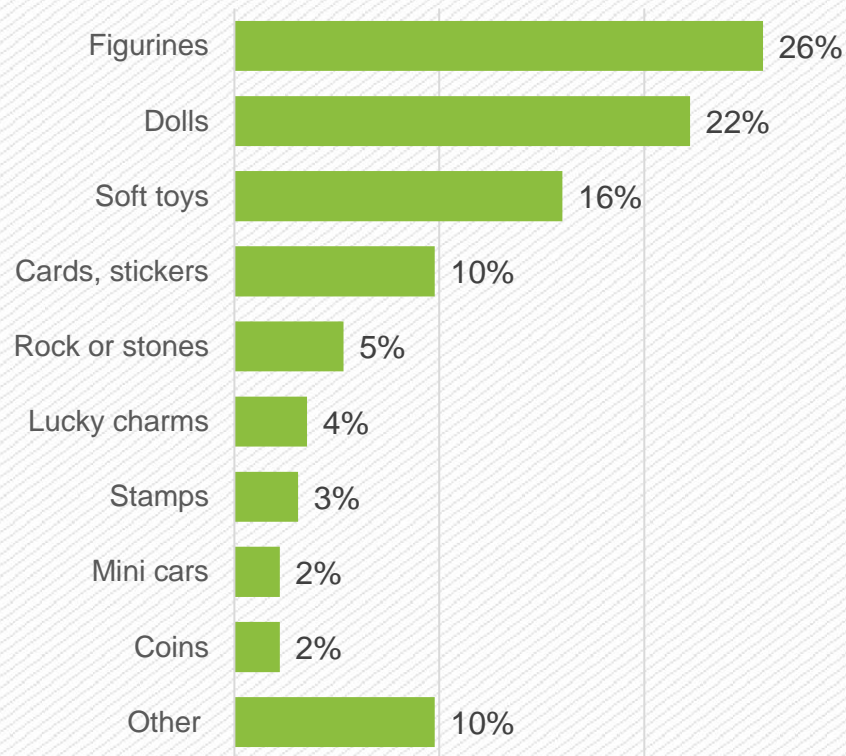
**Most Preferred collection**  
France - Kids 4-11



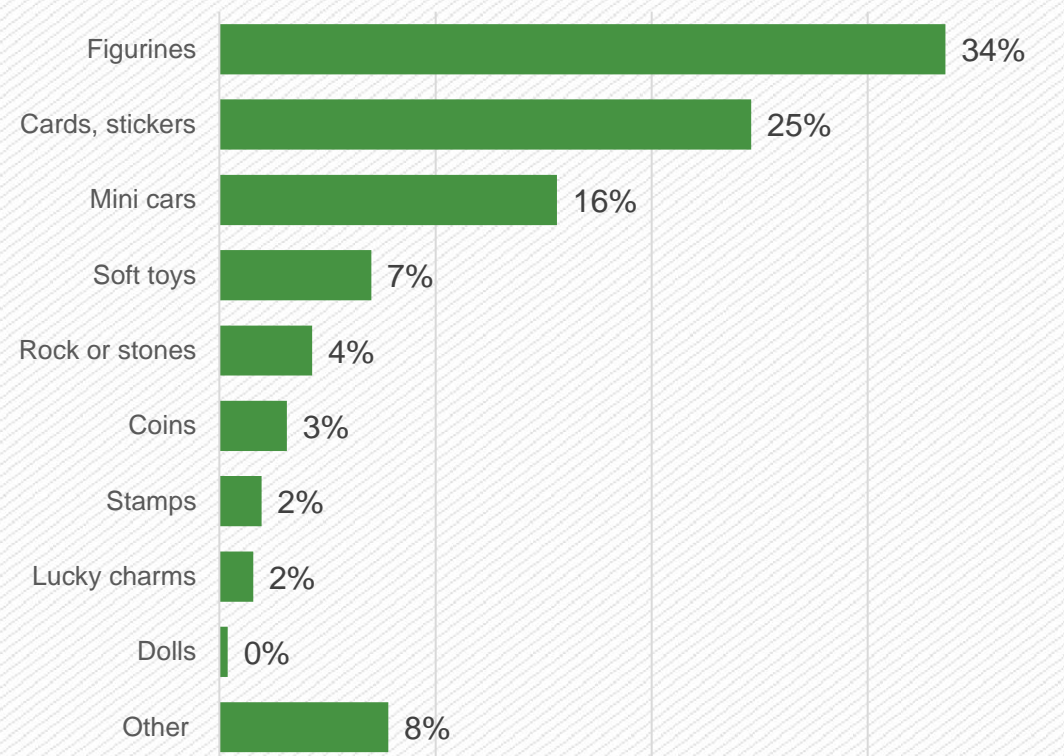


For girls, figurines only slightly lead the most preferred collections by a small margin, right ahead of Dolls and Soft toys; the gap vs. the second most preferred type is wider for boys

**Most Preferred collection**  
France - Girls 4-11



**Most Preferred collection**  
France - Boys 4-11

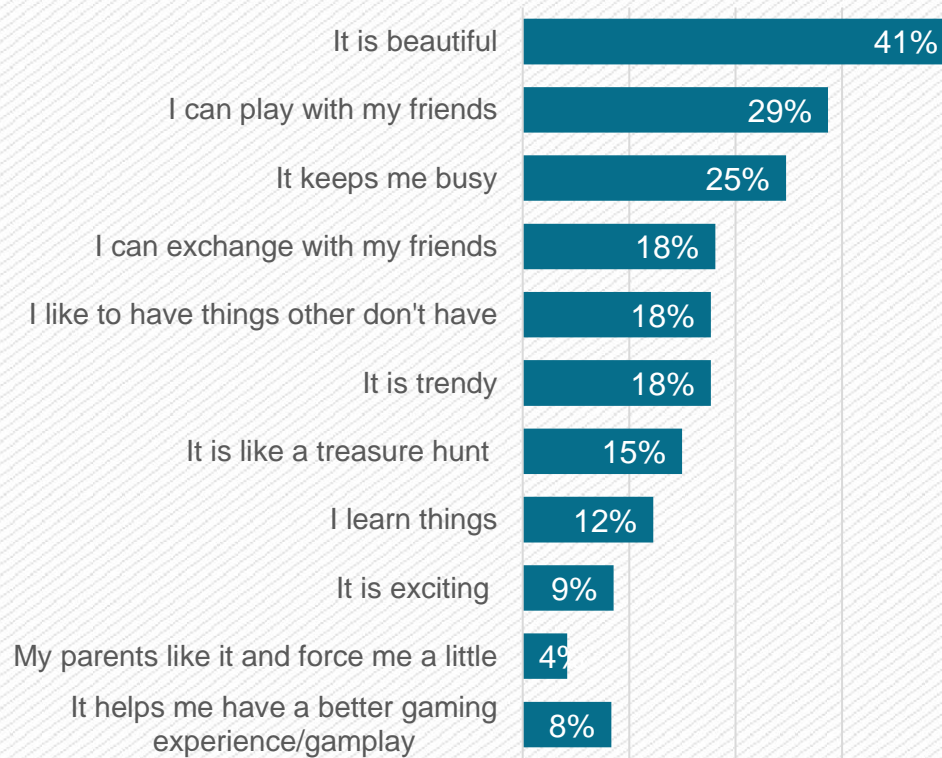




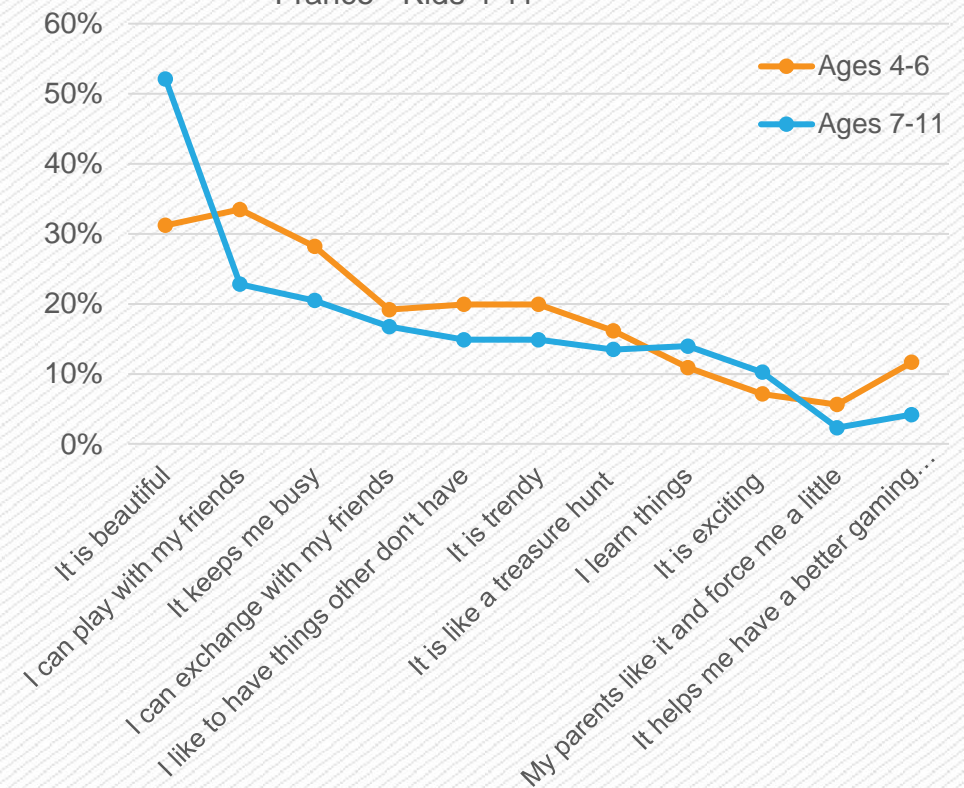
# The key reasons for collecting is the beauty of the collection, then a socialization component. Socialization with friends is very strong for kids 4 to 11



**Reasons for collecting**  
France - Kids 4-11



**Reasons for collecting**  
France - Kids 4-11





While both genders agree on the importance of the beauty of the collection, girls tend to appreciate the fashion and trendiness part of the collection while boys would prefer the socialization part

Reasons for collecting  
France - Kids 4-11

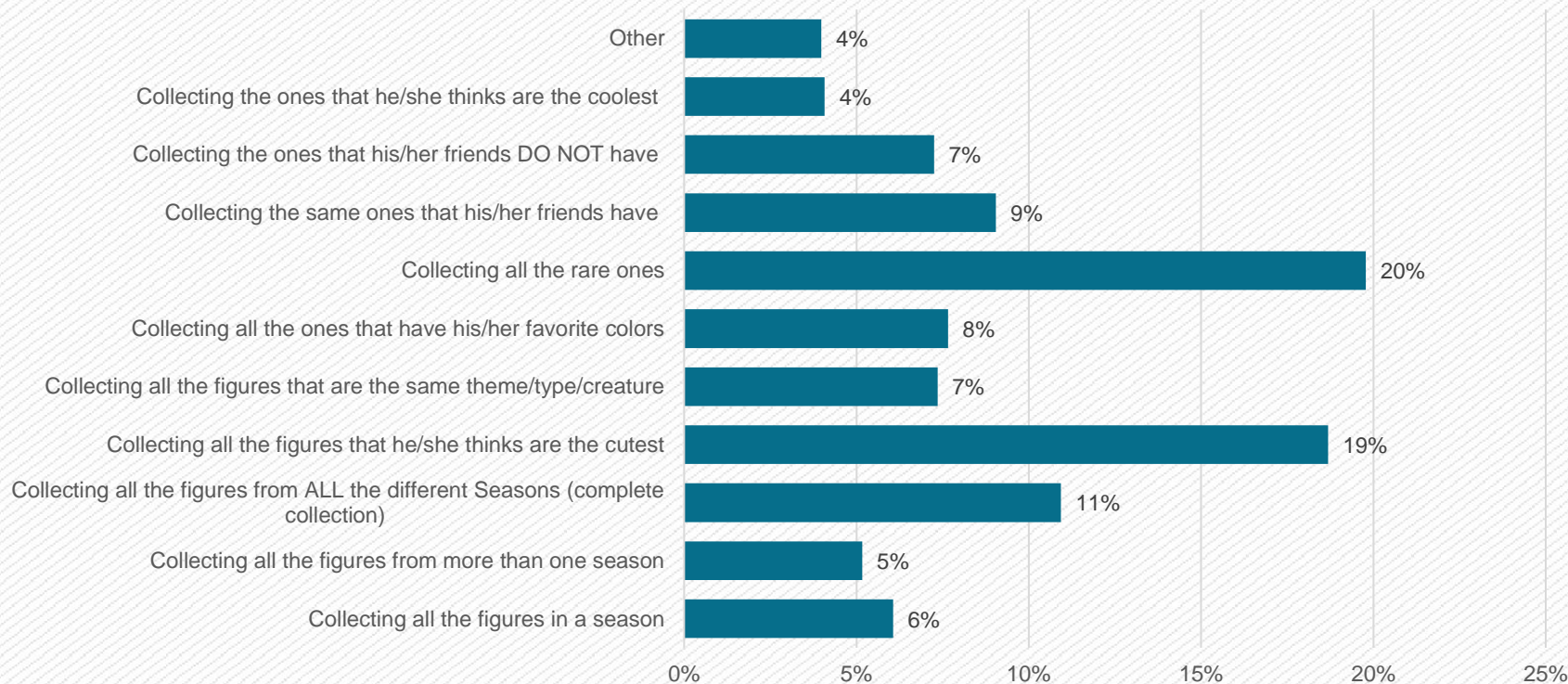






As a result, the most important thing in a collection is to collect the rare ones and collect the figurines that he/she thinks are the cutest

The most important thing about a collection  
France – Kids 4-11



Total = 100%

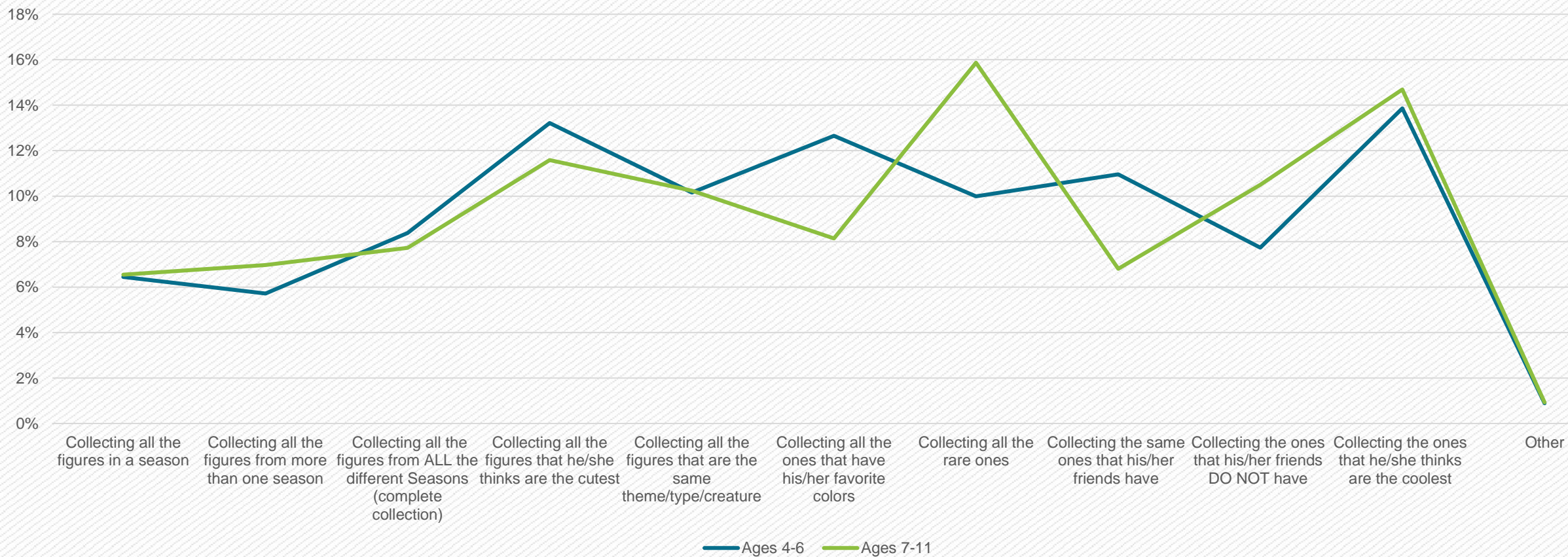




Collecting the rare ones is more important as age increases, whereas collecting the same ones as their friends have or in their favorite color decreases.

Collecting the one he/she thinks are the coolest is important for both age groups after cuteness and rarity

Other important things about a collection  
France – Kids 4-11

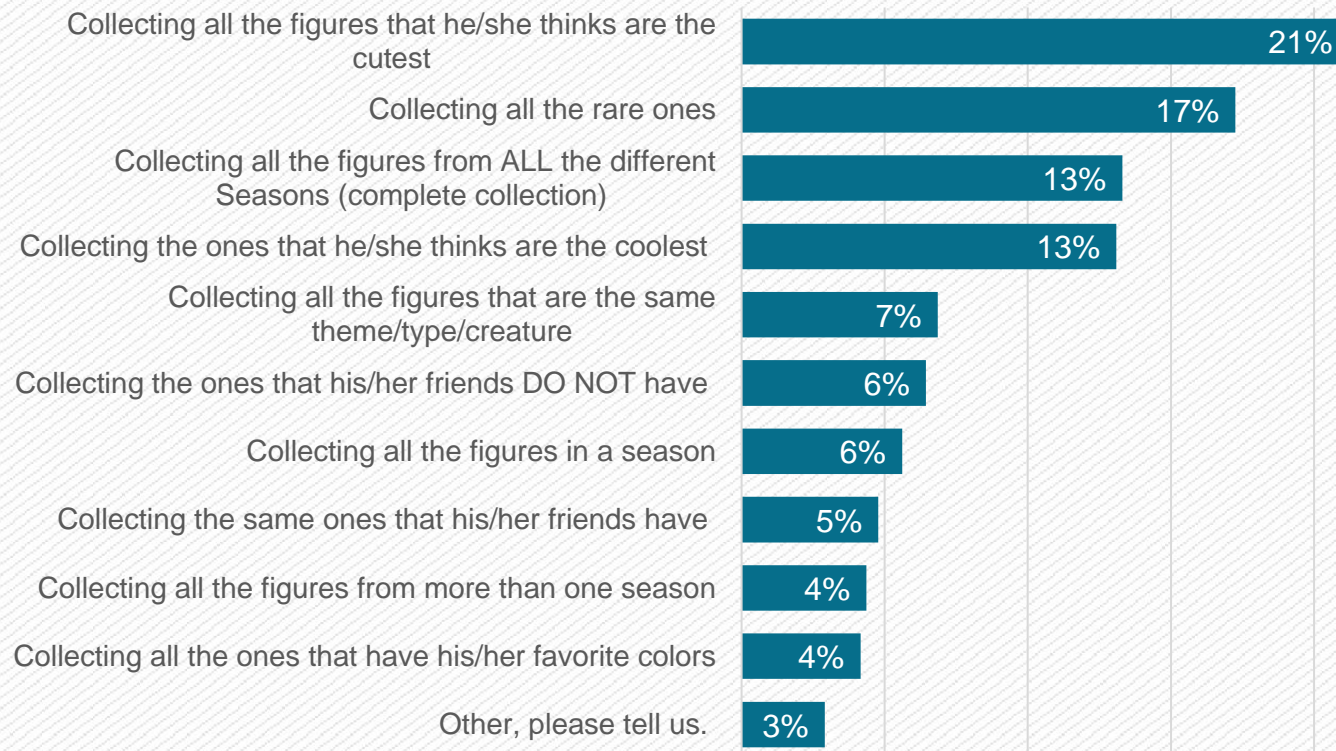




The most important thing about collecting small toys is to collect the cutest, then the rare ones!

### Most important thing about collecting small toys

France - Kids 4-11



Total = 100%

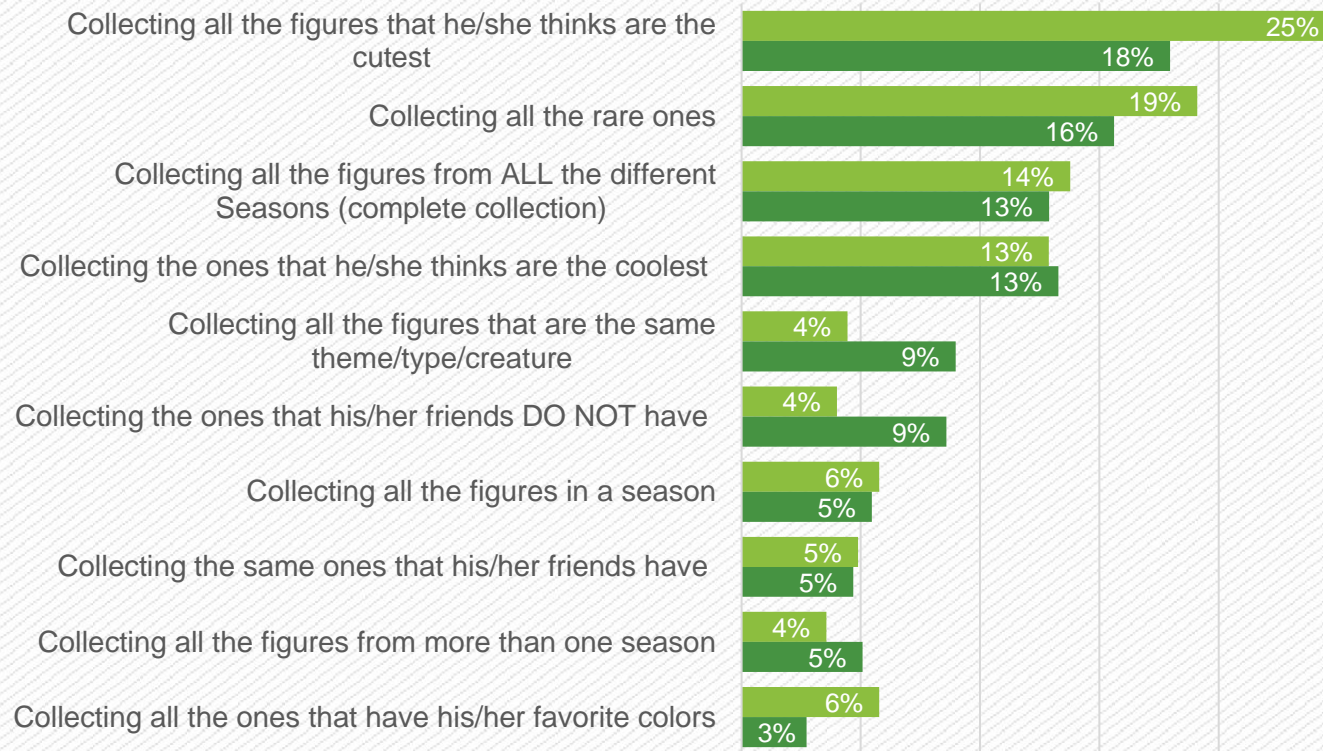




Again, beauty is an attribute favored by more girls than boys; while the reference to the group (for or against) is a key criterion for boys

### Most important thing about collecting small toys

France - Kids 4-11



Total = 100%







**Executive Summary**



## Summary

- French kids collect less in comparison to their international counterparts.
- 38% of the French children aged 4 to 11 years old have a collection.
- French kids have 1.8 collections at the same time.
- Kids have 2 reasons for starting a collection, but only 1.4 for not starting one:
  - According to kids aged 4 to 11 years old The key reasons for collecting is the beauty of the collection, then a socialization component.
  - Socialization with friends is very strong for kids 4 to 11.
- Figurines, Dolls and Soft toys for Girls; Figurines, Cards/Stickers and mini-cars for boys.
- Figurines, then Cards & stickers and Soft Toys are the most common collections. Older kids mostly collect Figurines, then rock, coins or a larger variety of collection; whereas the younger kids tends to focus their attention on a few choices.
- Minds are set on their preferred collection for the older kids; not so much the case for kids 4 to 6.





## Summary

- The key reasons for collecting is the beauty of the collection, then a socialization component. Socialization with friends is very strong for kids 4 to 11.
- Collecting the rare ones is more important as age increases, whereas collecting the same ones as their friends have or in their favorite color decreases. Collecting the one he/she thinks are the coolest is important for both age groups after cuteness and rarity.
- The most important thing about collecting small toys is to collect the cutest, then the rare ones!
- Again, beauty is an attribute favored by more girls than boys; while the reference to the group (for or against) is a key criterion for boys.
- The key reasons not to start a collection are the trouble finding something interesting, the price and the usefulness of the collection. The point of doing a pricy pointless collection is the main non-starter among kids 7 to 11.







Opportunities





**As for the future,**  
your task is **not to foresee it,**  
but to **enable it.**

**- Antoine de Saint-Exupéry**





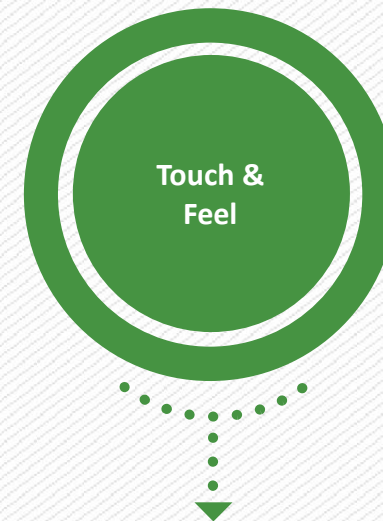
# Opportunities



Do not work on creating a trend in the collection, just try to gain the collector for a longer period of time (by essence away from trend!).



Develop collections closer to the topics of sustainability and environmental awareness, so children can learn, be aware and care in a playful way.



Entertainment categories develop on access rather than ownership (streaming rather than owning the content). At the opposite, bet on the touch and feel of the collection



# THANK YOU FOR YOUR TIME

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