



Xmas

Presents to Kids



France

Noël 2019

Données de janvier 2020





Méthodologie



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





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Types of Presents

How many children celebrate Christmas? How many gifts do they receive? and what are these gifts?



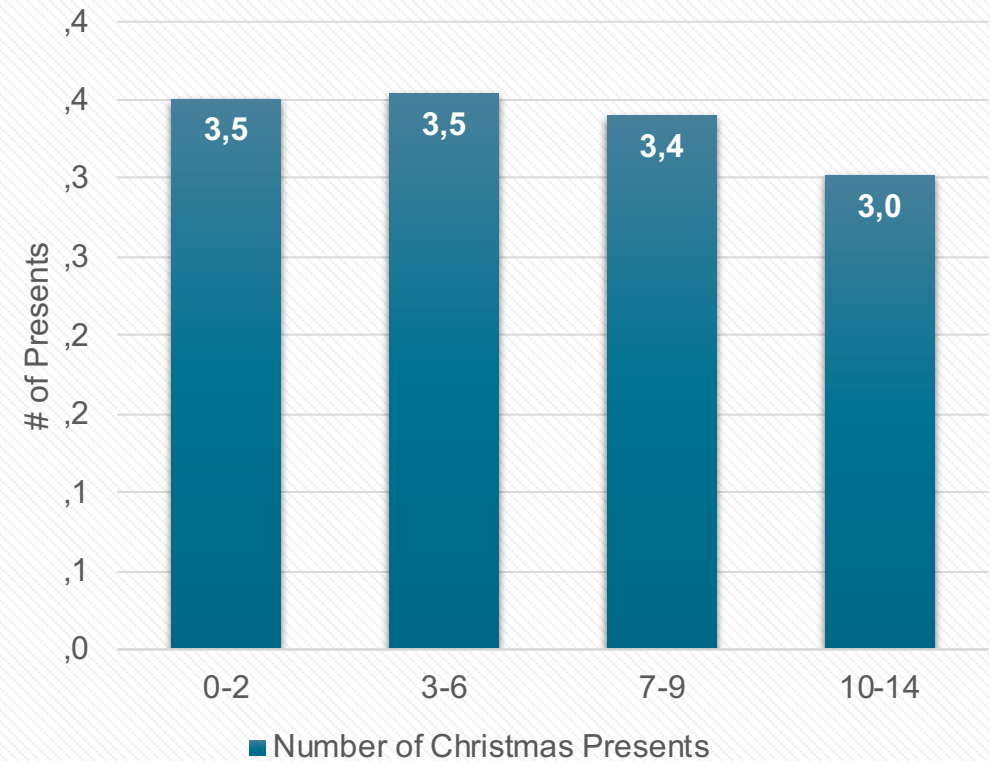
French kids receive an average of 3.4 presents with a maximum of 3.5 presents for kids aged 0 to 6 years old; older kids tend to get less presents

Number of Christmas Presents – Kids 0-14 – Christmas 2019 - France

3.4



Number of Christmas Presents – By age – Christmas 2019 - France

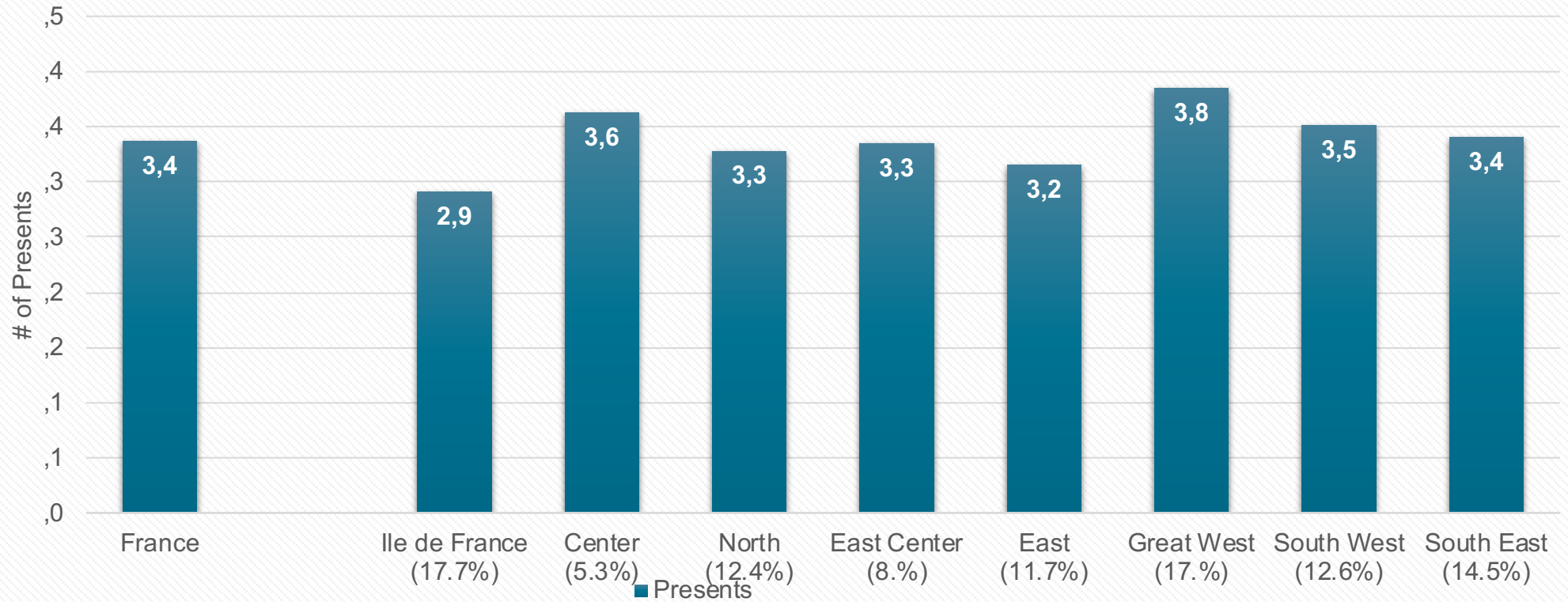




Great West and Center are the most 'generous' regions; Ile de France would be the least, with 2.9 presents per kid



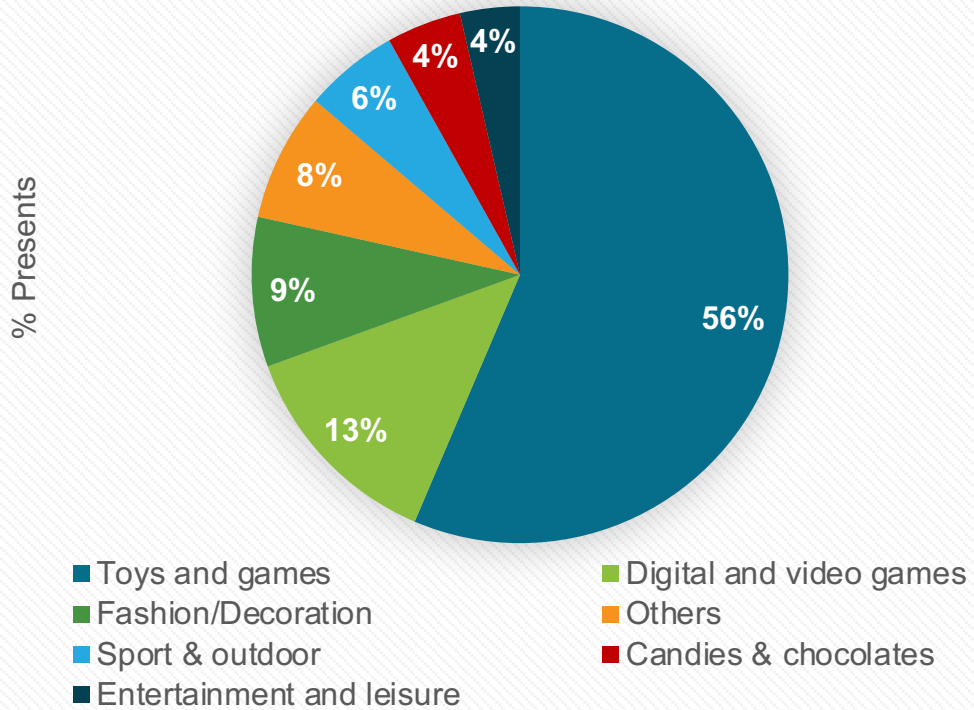
Number of Christmas Presents –
By region – Christmas 2019 - France



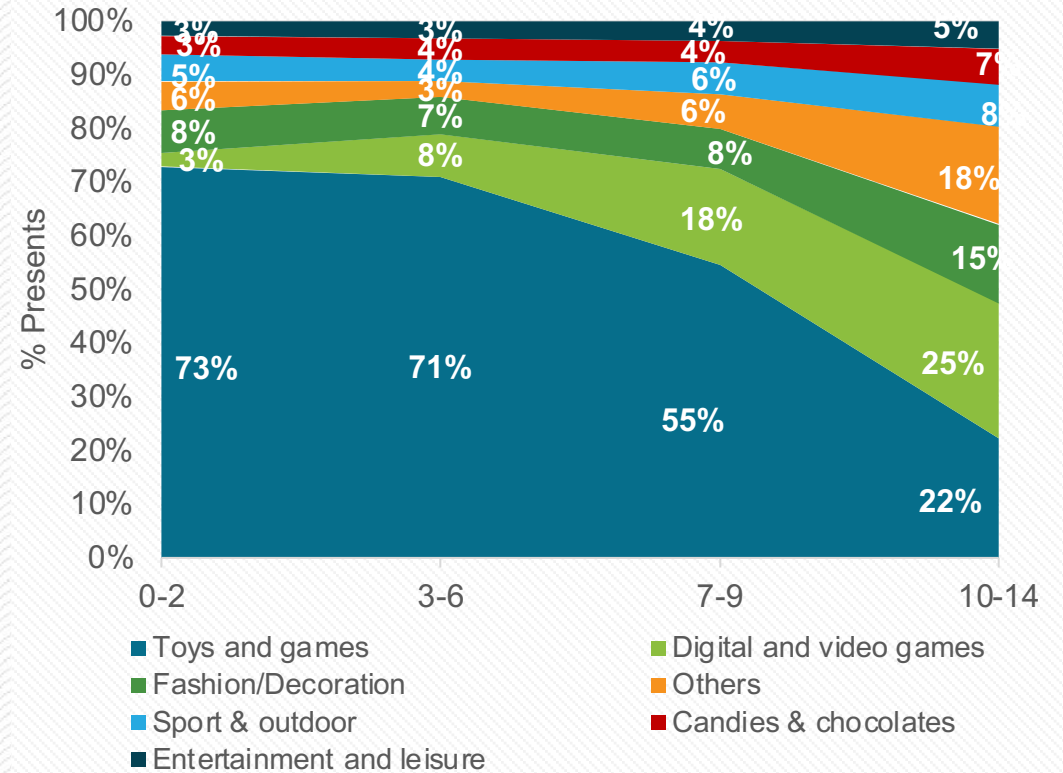


56% of received presents are toys and games. As children get older, they receive less toys and games for Christmas and more digital and video games.

Types of Christmas Presents – Kids 0-14 – Christmas 2019 - France



Types of Christmas Presents – By age – Christmas 2019 - France

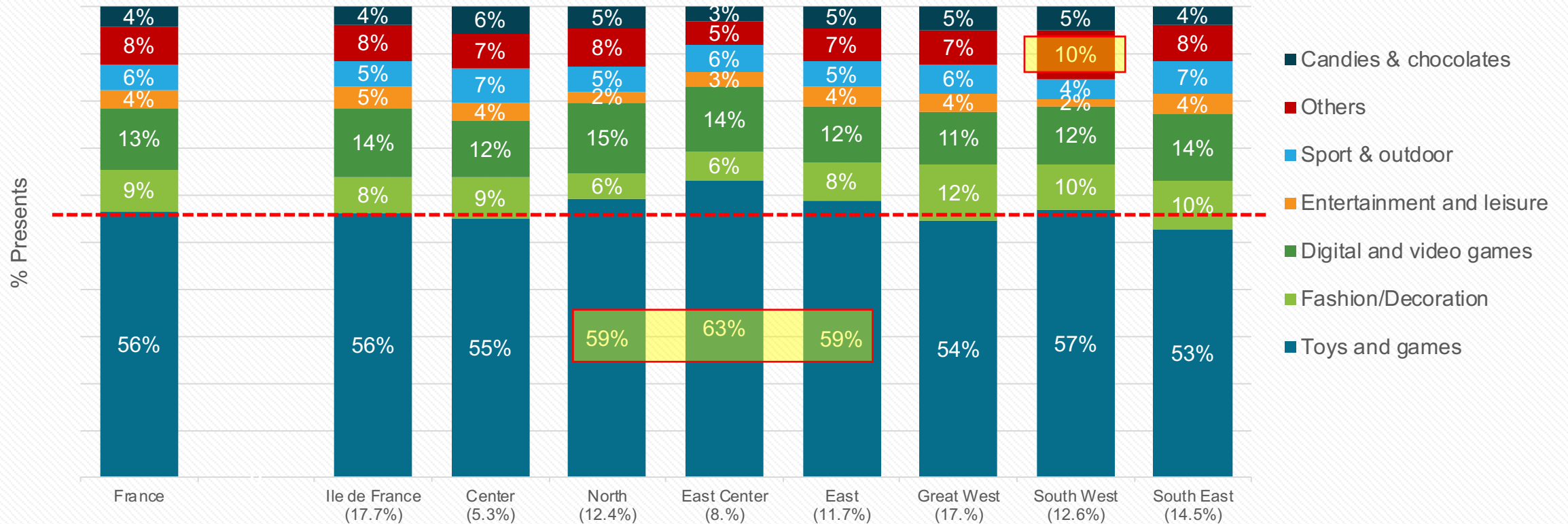




Toys could improve their competitive position in the Great West, South East and somewhat in the Center regions



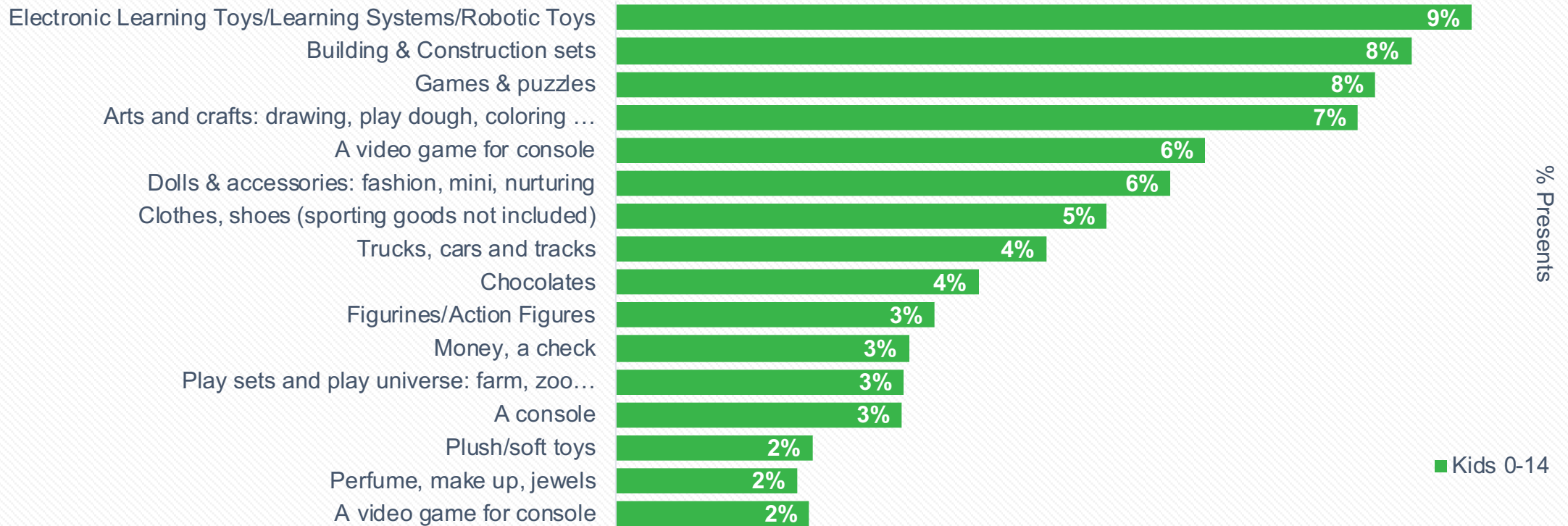
Types of Christmas Presents –
By Region – Christmas 2019 - France





Electronic learning toys are the main type of presents received by kids aged 0 to 14 years old. Next come Building Sets, games and puzzles then Arts & Craft.

Top 15 Types of Christmas Presents – Kids 0-14 – Christmas 2019 - France

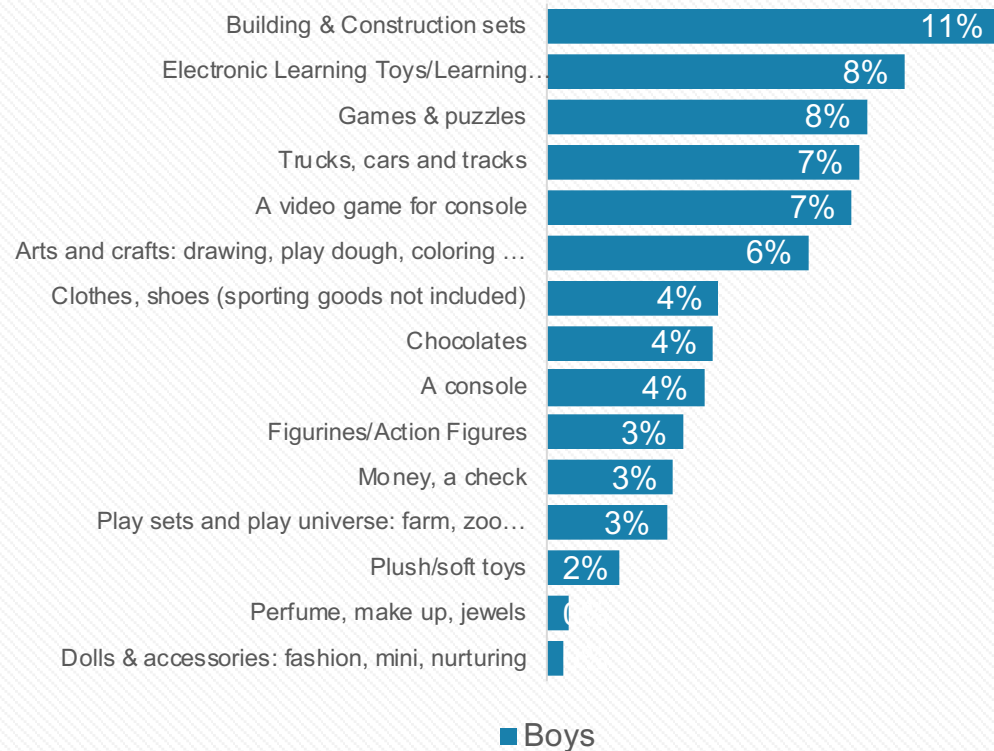




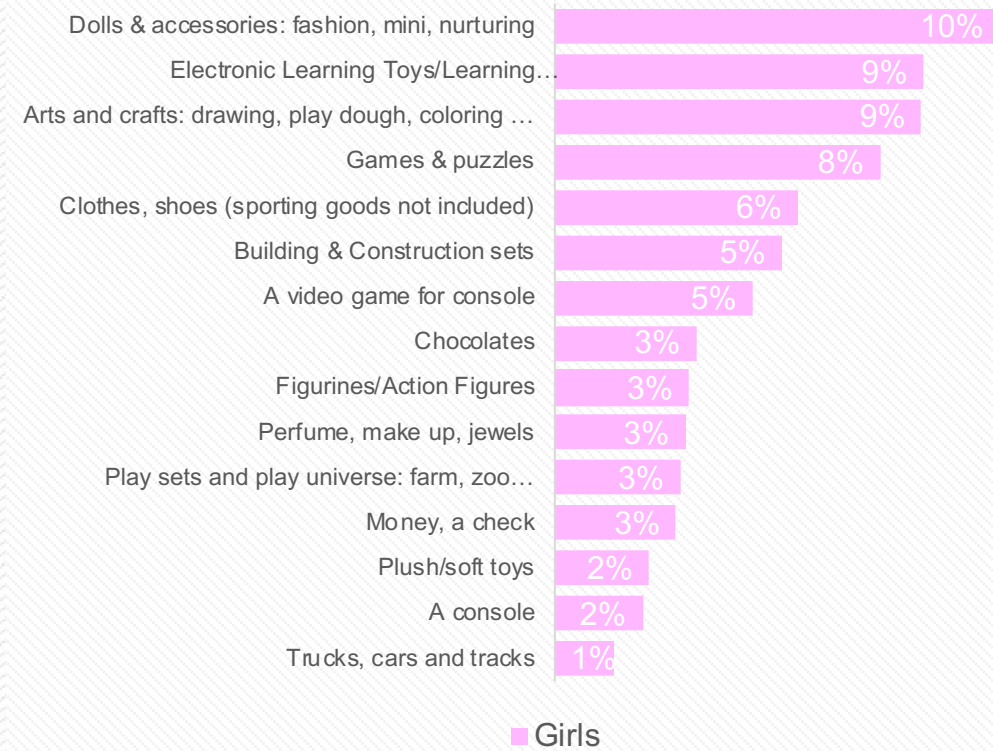
The gender divide: Building Sets and Trucks/Cars for the boys, Dolls and Arts & Craft for the girls. And for both: Electronic Learning Toys (infants), games & Puzzles



Top 15 Types of Christmas Presents – Boys 0-14 – Christmas 2019 - France



Top 15 Types of Christmas Presents – Girls 0-14 – Christmas 2019 - France





About the Persons

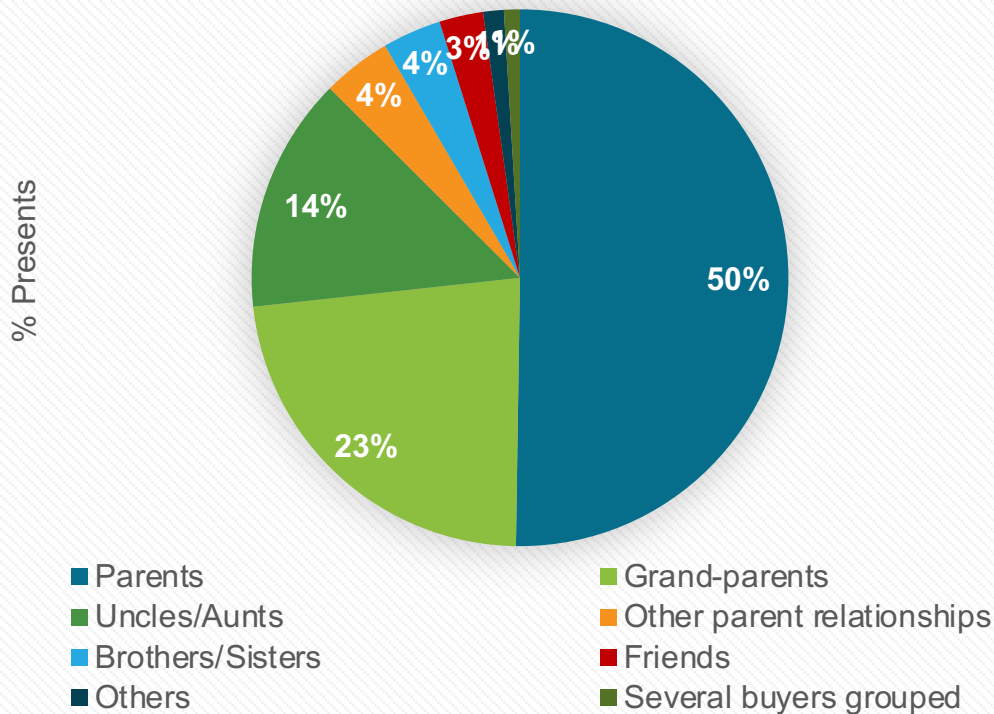
Who are the people who give gifts to kids at Christmas? Are kids present when they purchase?



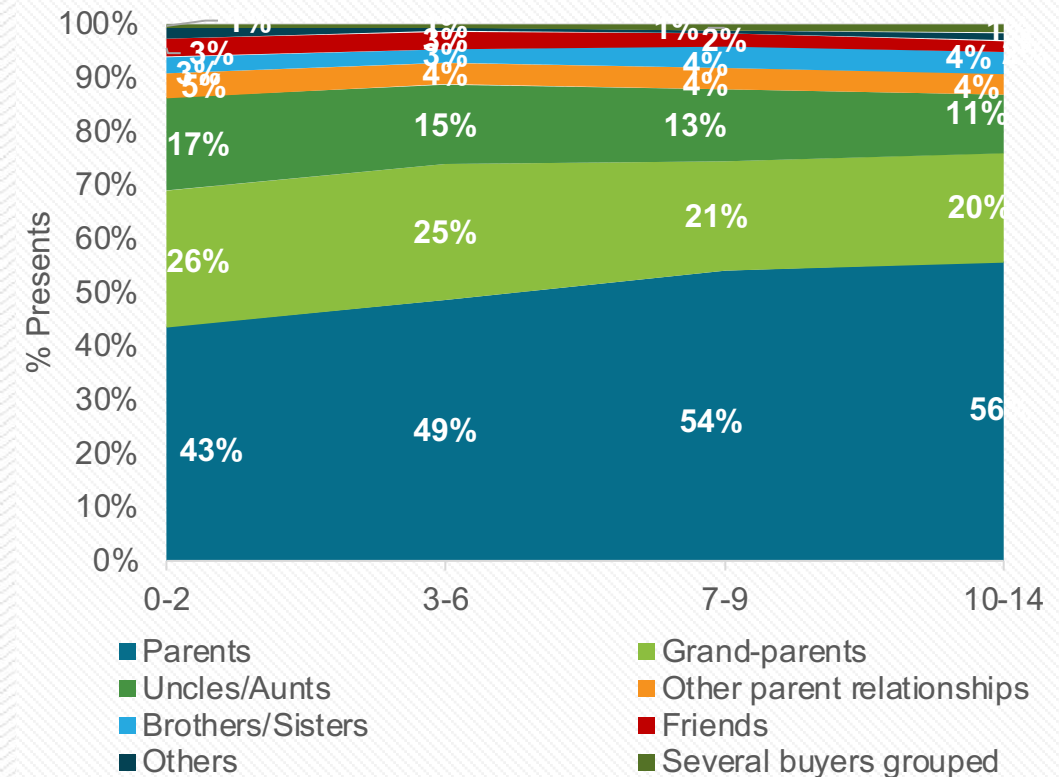
Parents count for 50% of the presents received by kids aged 0 to 14 years old while the close family take 37%.

Parents tend to become the majority of the present givers as kids get older

Relationship between Purchaser & Recipient – Kids 0-14 – Christmas 2019 - France



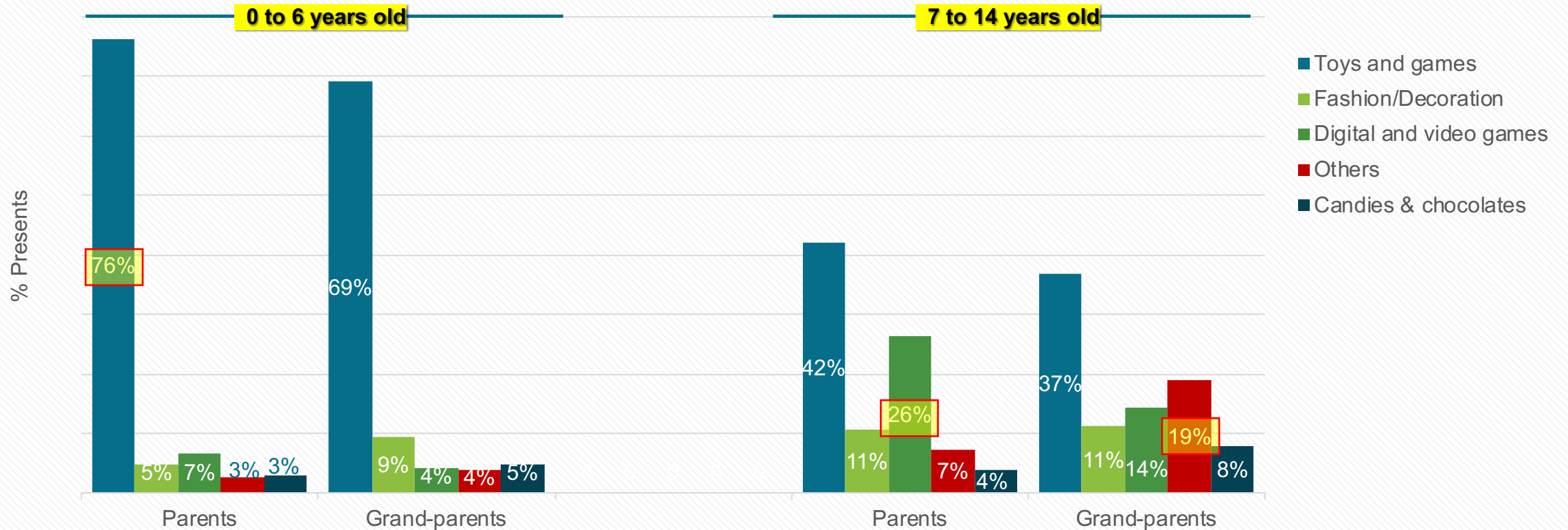
Relationship between Purchaser & Recipient – By age – Christmas 2019 - France





76% of the presents offered by parents to the 0-6 years old are toys. And 26% of the presents by parents to the 7-14 years old are Digital and videogames. 19% of the presents offered by grandparents to the 7-14 years old are money/cash (others)

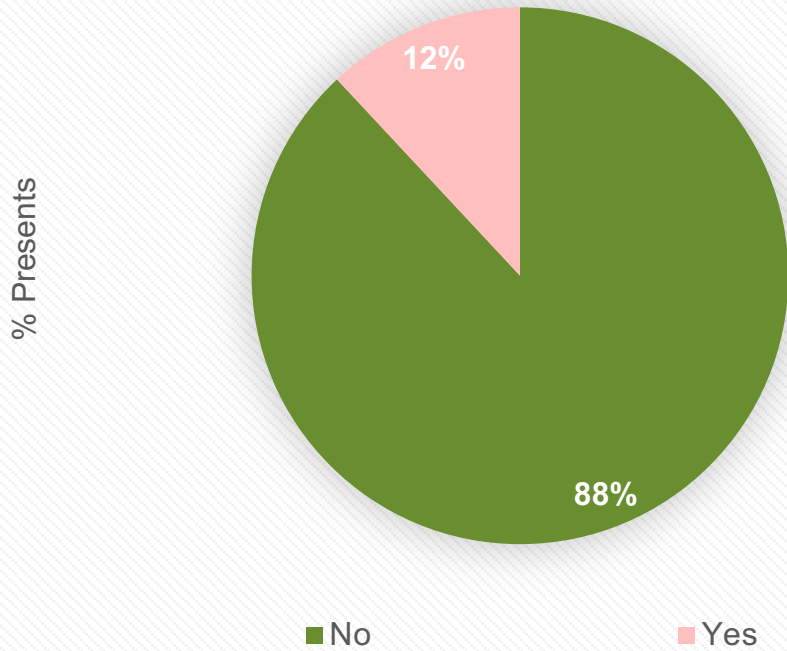
Types of Christmas Presents –
By Relationship to the Recipient – Christmas 2019 - France



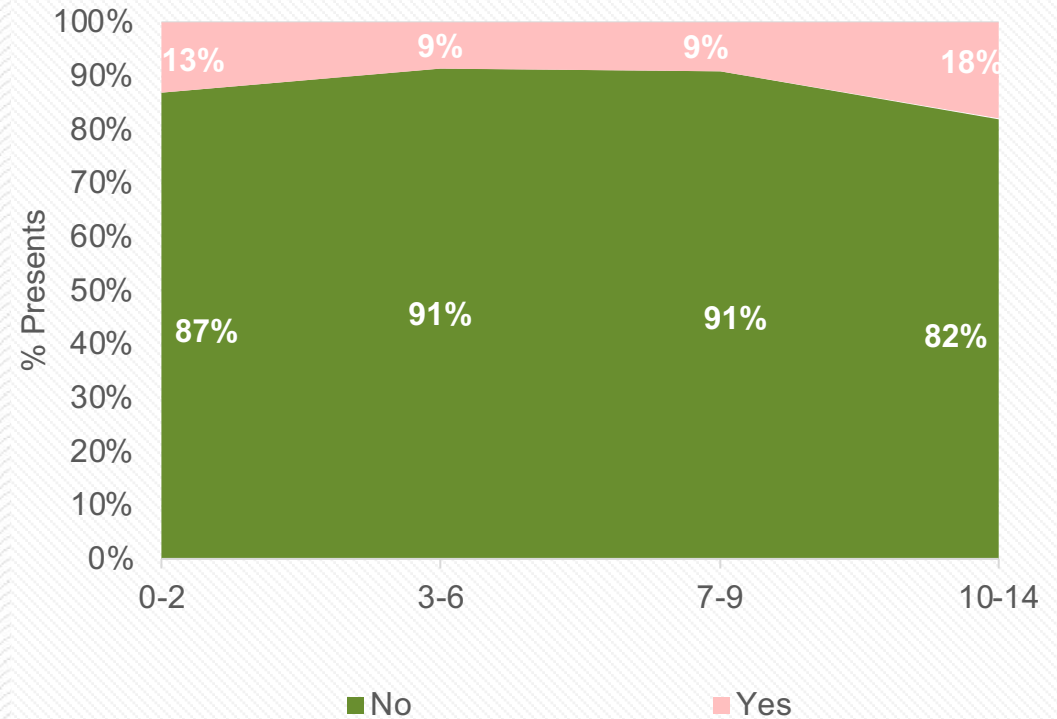


Only 12% of kids aged 0 to 14 years old were present at the time of the purchase; it's 18% of kids aged 10 to 14 years old

Presence of the Recipient When Purchase – Kids 0-14 – Christmas 2019 - France



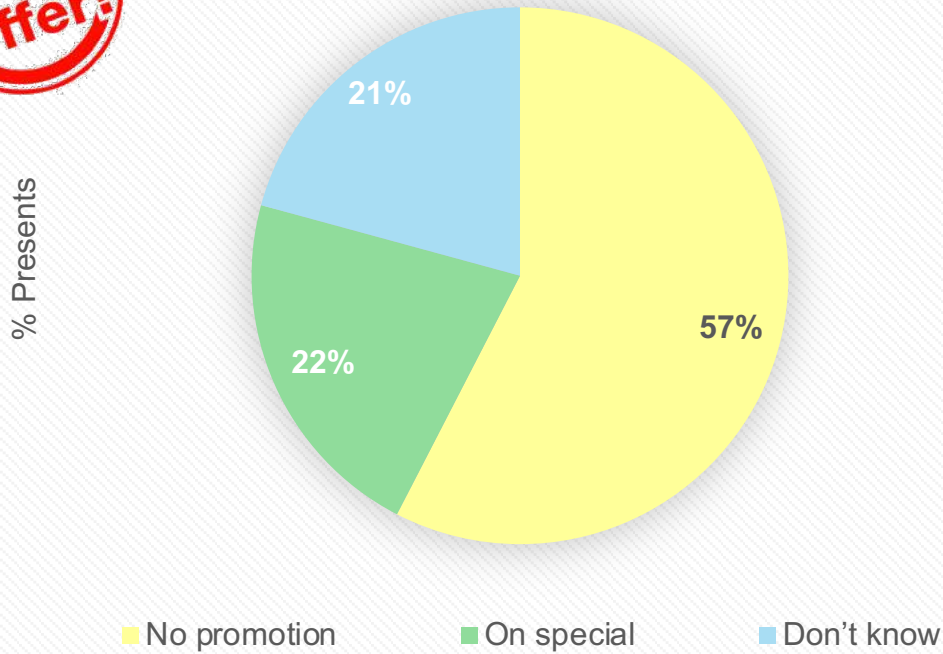
Presence of the Recipient When Purchase – By age – Christmas 2019 - France



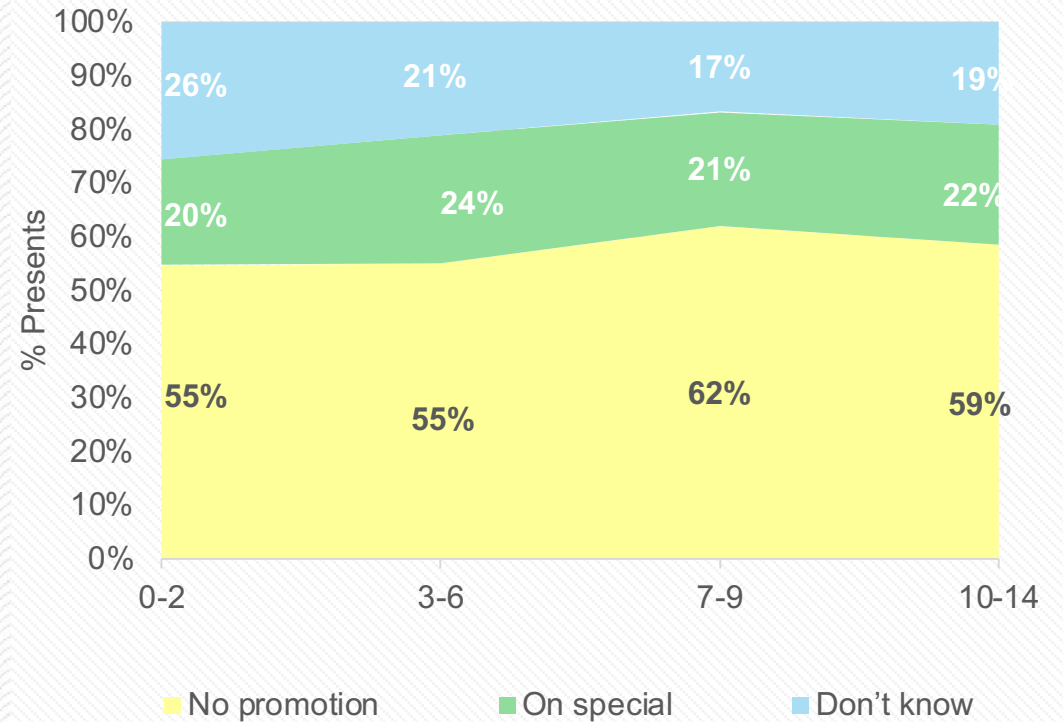


22% of the gifts were purchased on special. However, a significant proportion (1/5th) of the parents do not know if the gift was on special

Present on Special When Purchased – Kids 0-14 – Christmas 2019 - France



Present on Special When Purchased – By age – Christmas 2019 - France





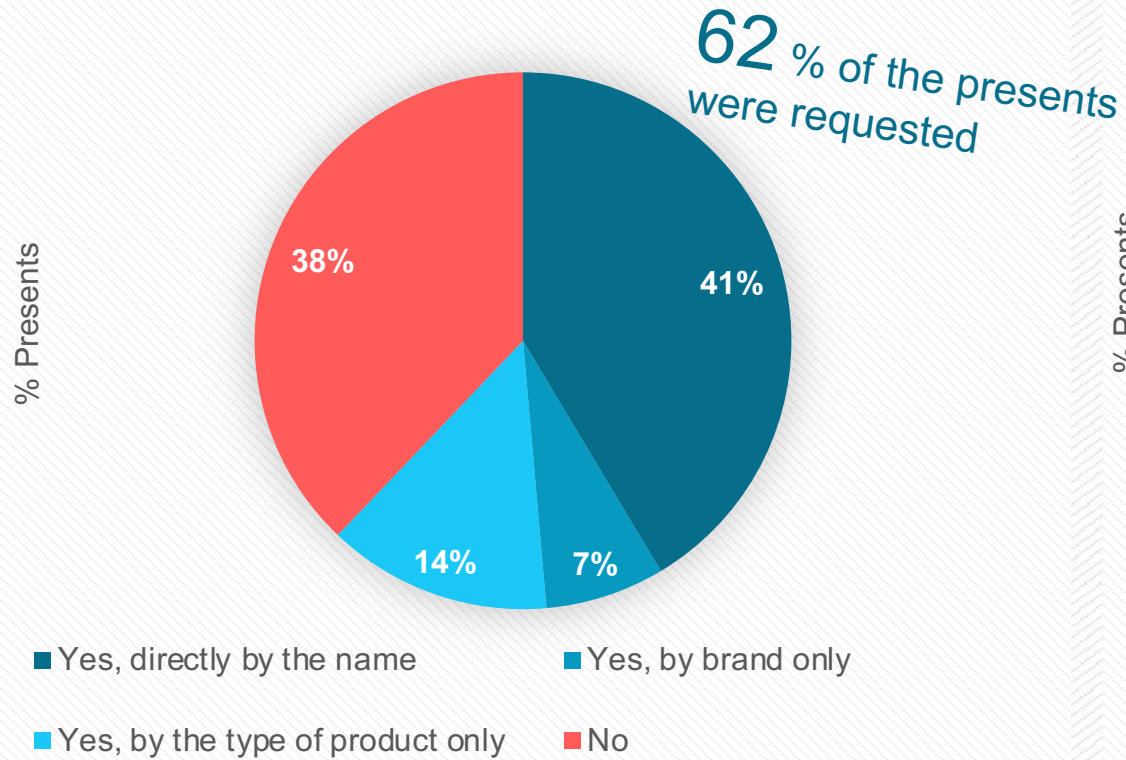
Requests by Recipients

Is the Christmas Wishlist followed ? Is that all the requested gifts received by kids and if not what are the reasons why kids did not received the requested presents?

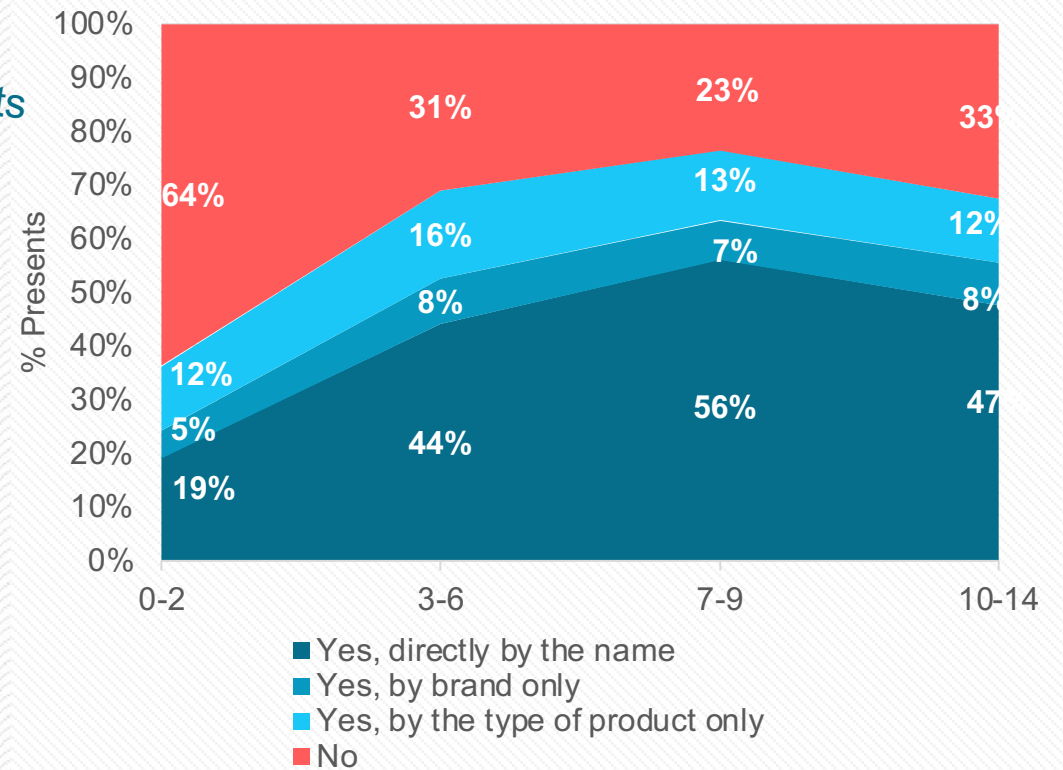


Strong impact of the brands: Overall, 62% of the received presents were requested by the recipient (prior to enter in the store); this turns to 77% for the kids 7 to 9

Request by the recipient – Kids 0-14 – Christmas 2019 - France



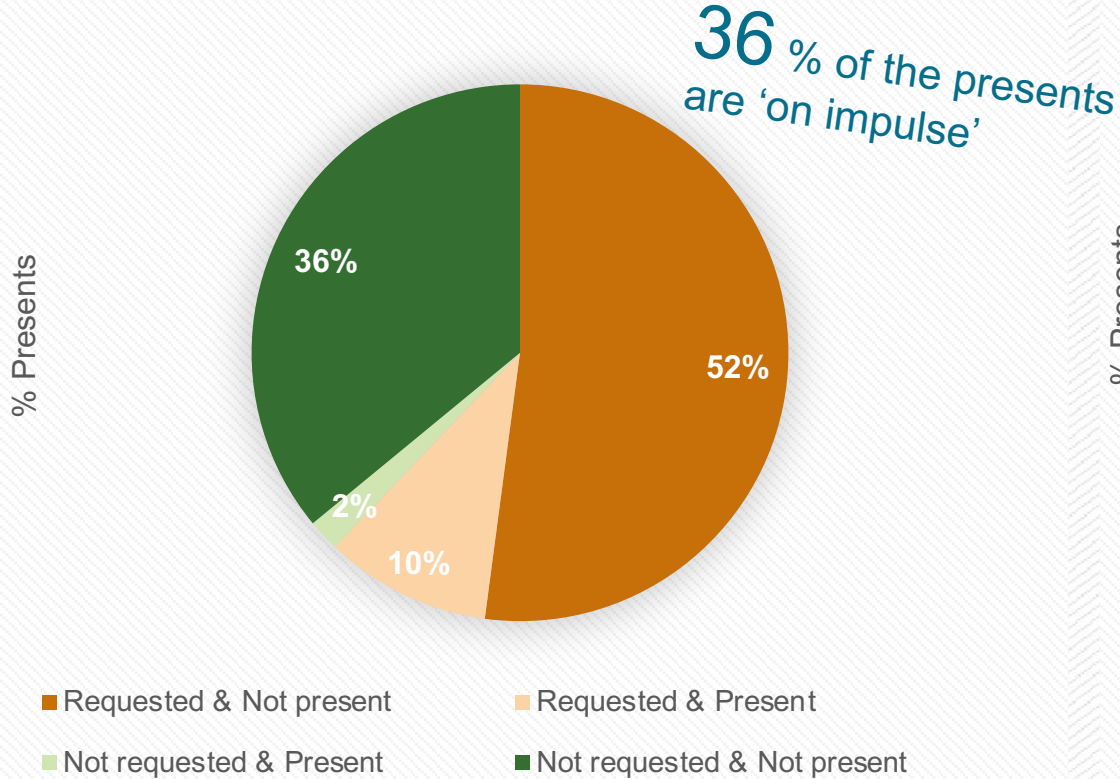
Request by the recipient – By age – Christmas 2019 - France



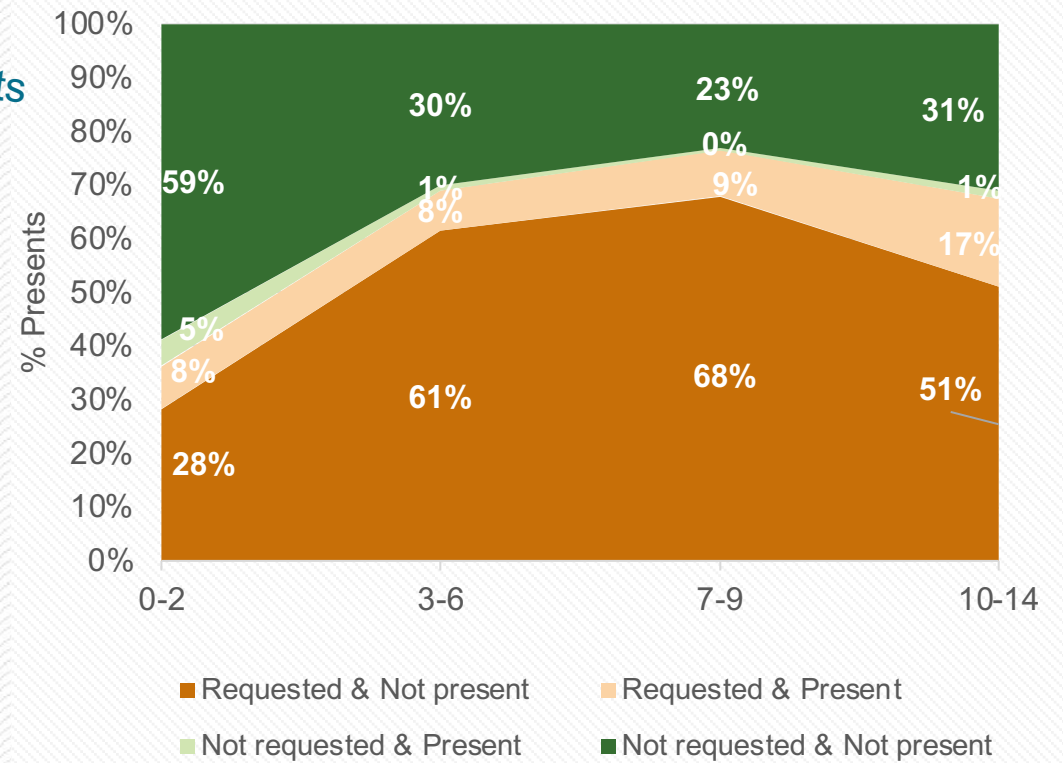


Over 1/3rd of the presents were purchased on 'opportunity': the present was not requested by the recipient, nor was there present at the time of the purchase

Types of Purchases –
Kids 0-14 – Christmas 2019 - France



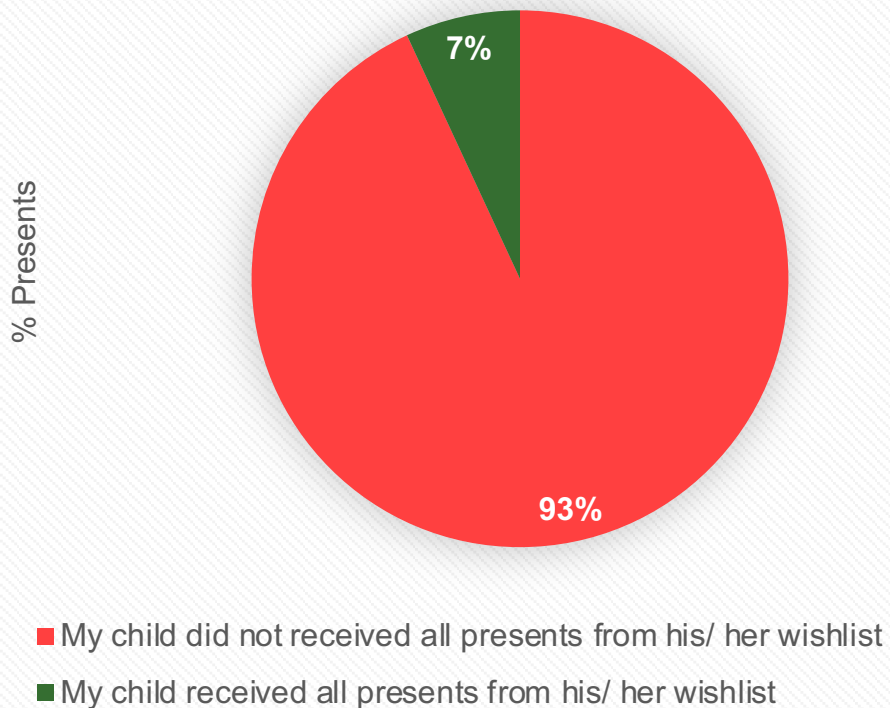
Types of Purchases –
By age – Christmas 2019 - France



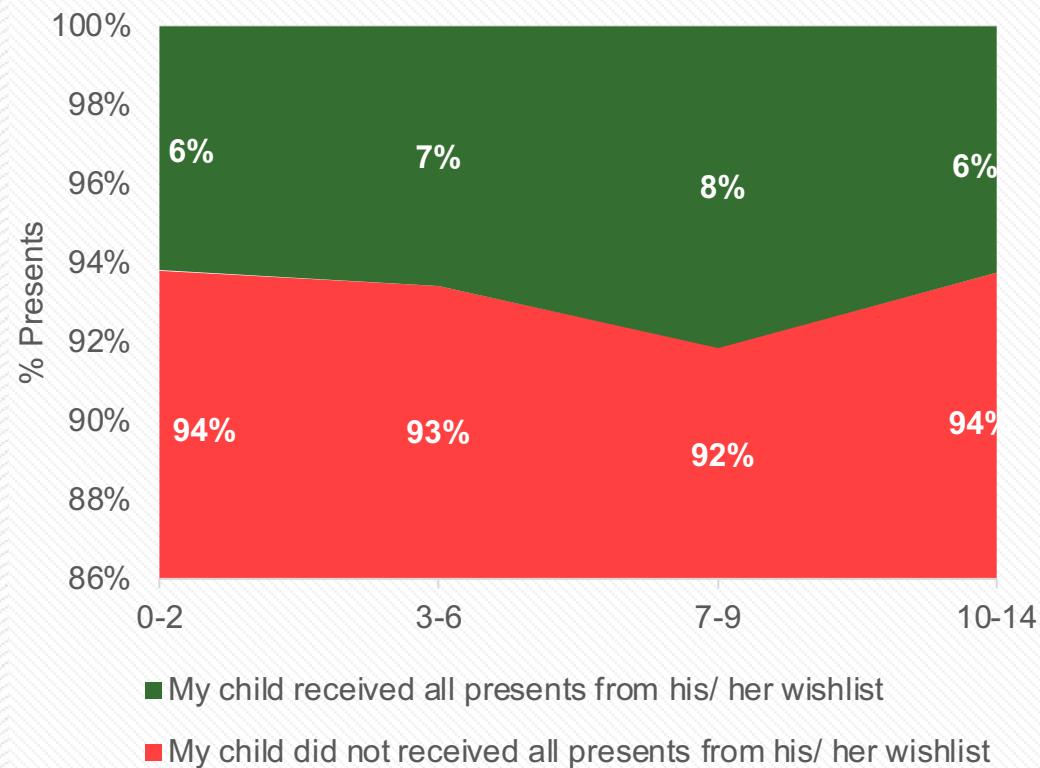


Only 7% of the kids received ALL presents from their Wishlist. As expected, the vast majority of the kids do not receive everything they wished for!

Presents Requested but Not Offered – Kids 0-14 – Christmas 2019 - France



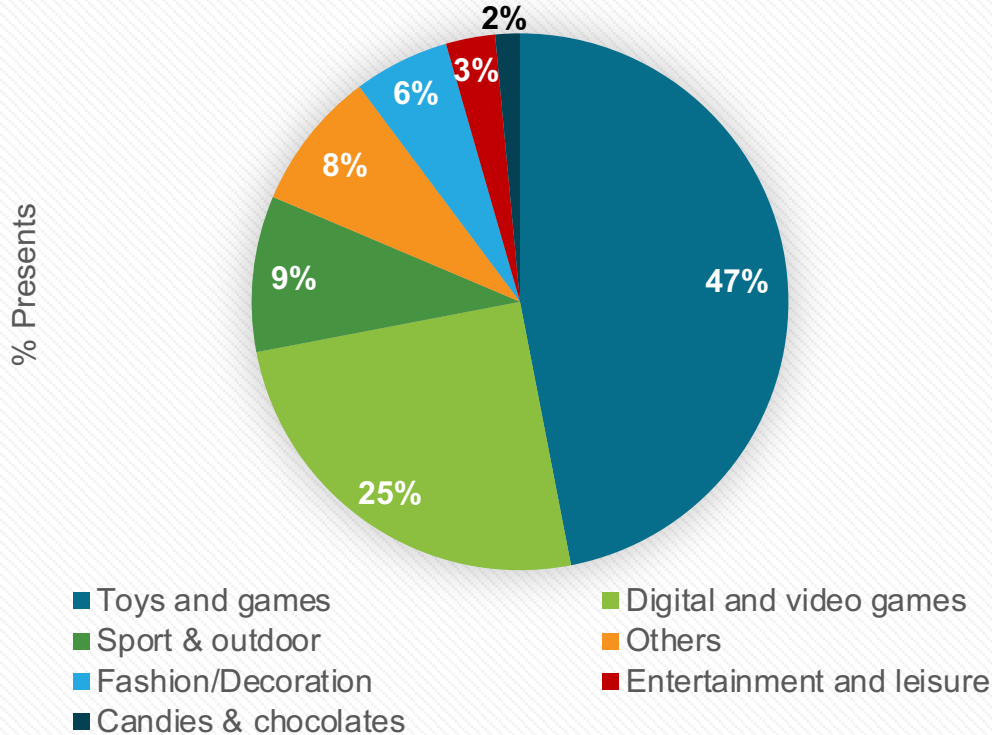
Presents Requested but Not Offered – By age – Christmas 2019 - France



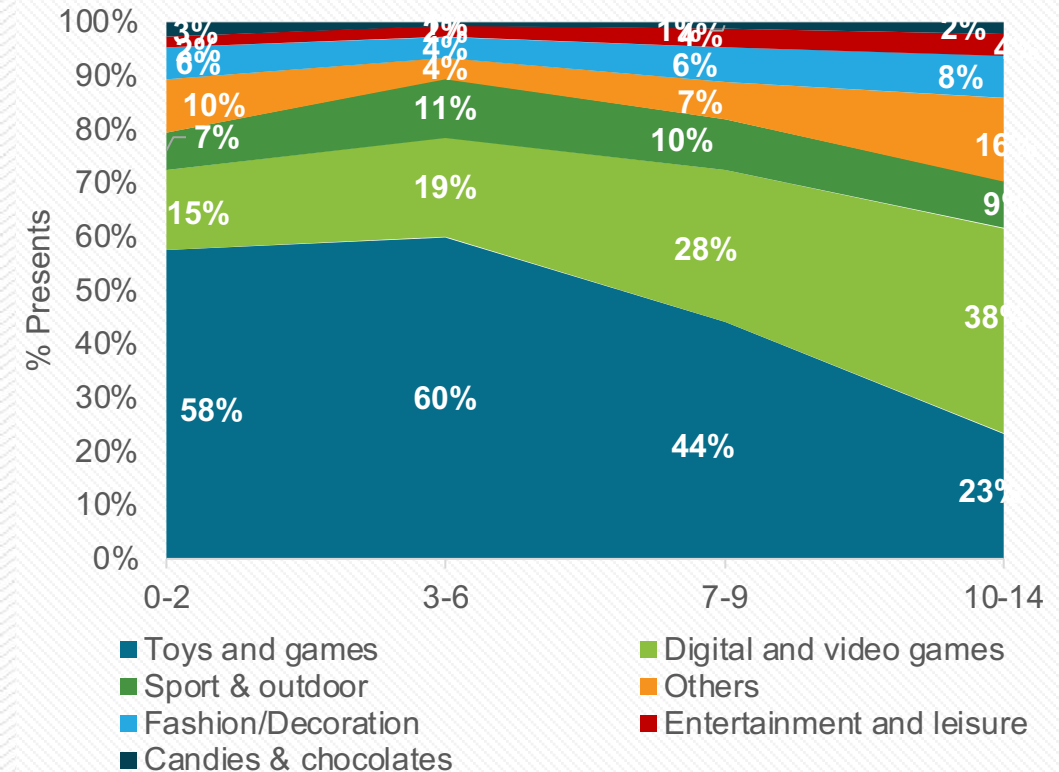


Toys are still a major category of gifts requested by the recipient, even when not offered. Digital & videogames come next!

Presents Requested but Not Offered – Kids 0-14 – Christmas 2019 - France



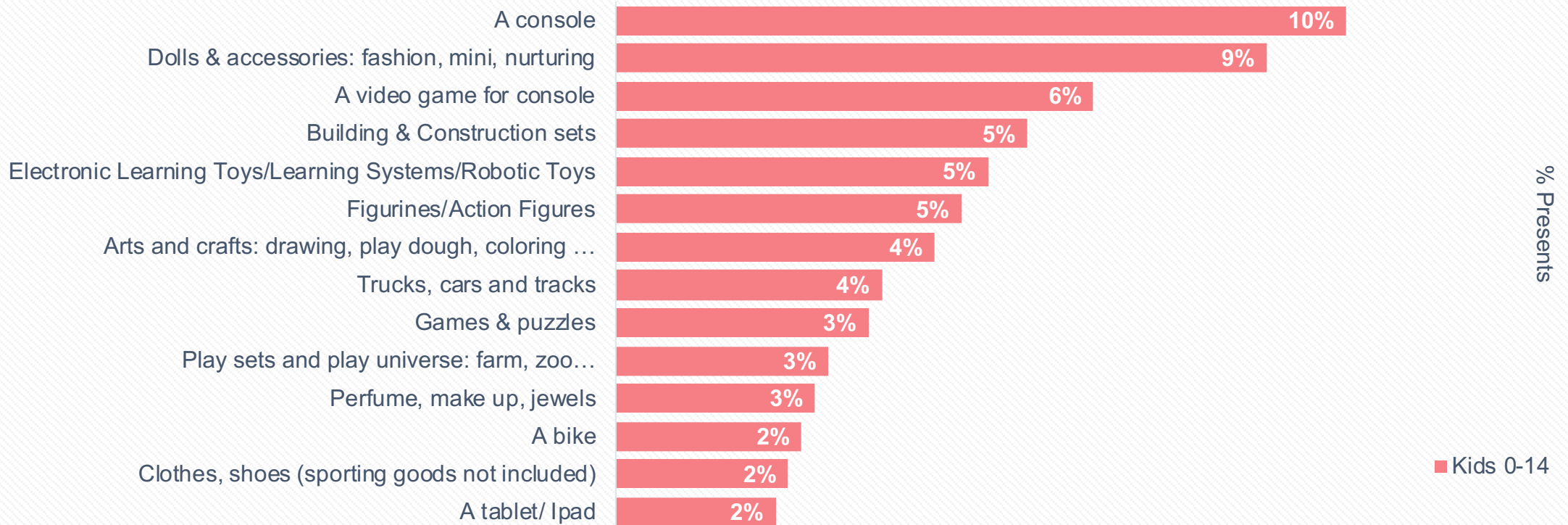
Presents Requested but Not Offered – By age – Christmas 2019 - France





Video-game console is the main type of presents asked but not received followed by Dolls

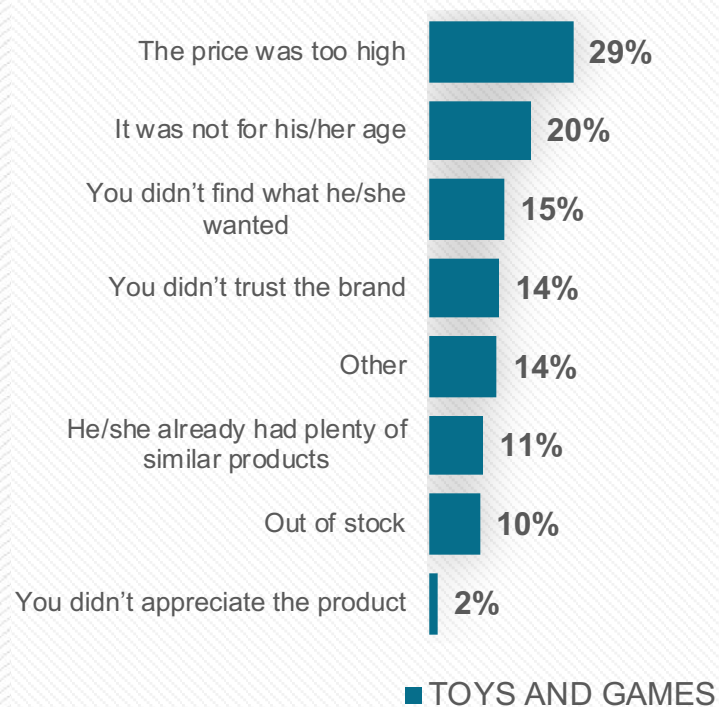
Top 15 Types of Christmas Presents Not Offered – Kids 0-14 – Christmas 2019 - France



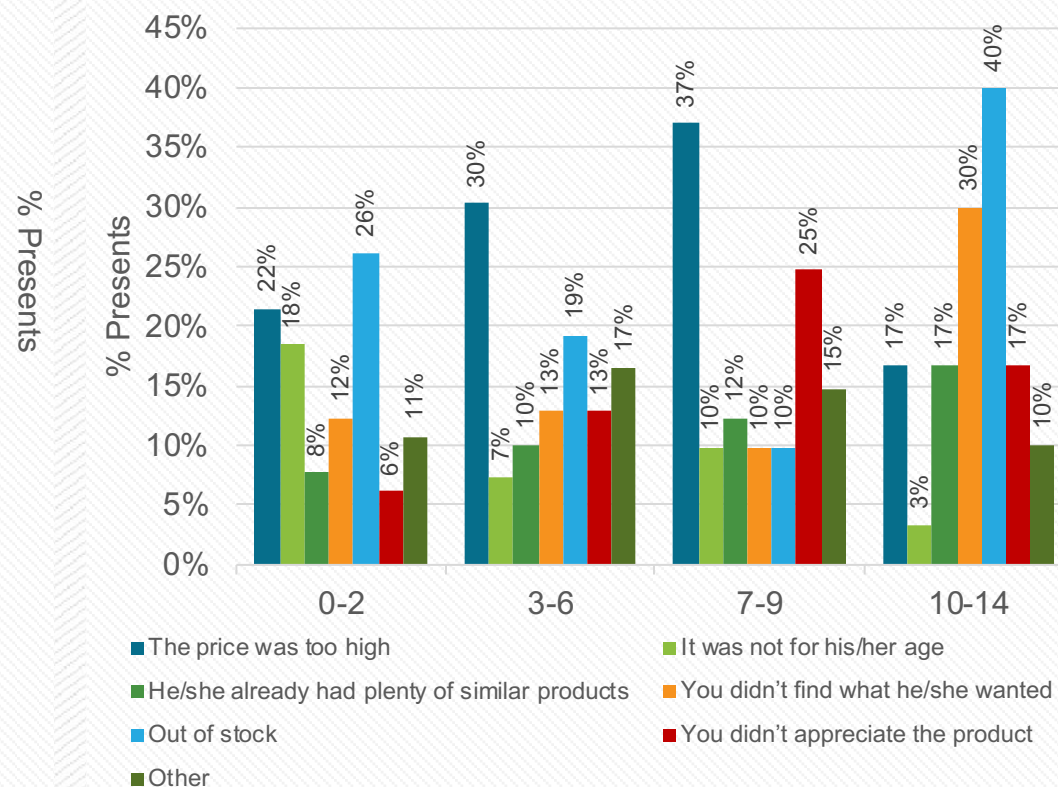


The main reason for not offering a toy or a game is the price too high for the kids 3 to 9. With regards to the infants, this would be the lack of products in the shelf-space. Although Toys & Games represent 22% of the presents received by the young teenagers, out of stock is the main reason for not offering a Toy or Game

Reasons for Not Offering TOYS AND GAMES— Kids 0-14 – Christmas 2019 - France

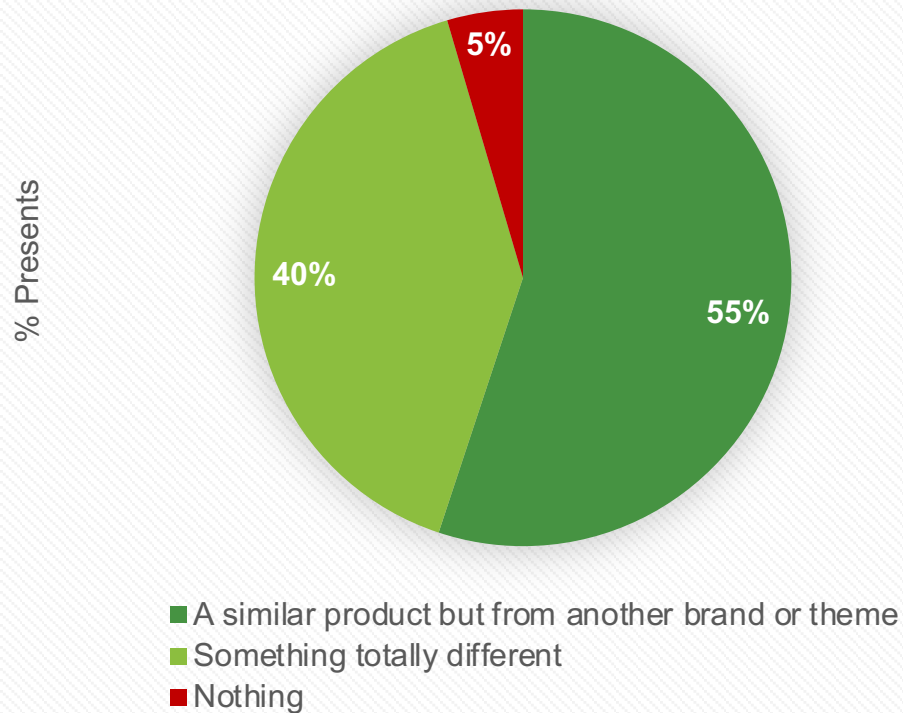


Reasons for Not Offering TOYS AND GAMES – By age – Christmas 2019 - France

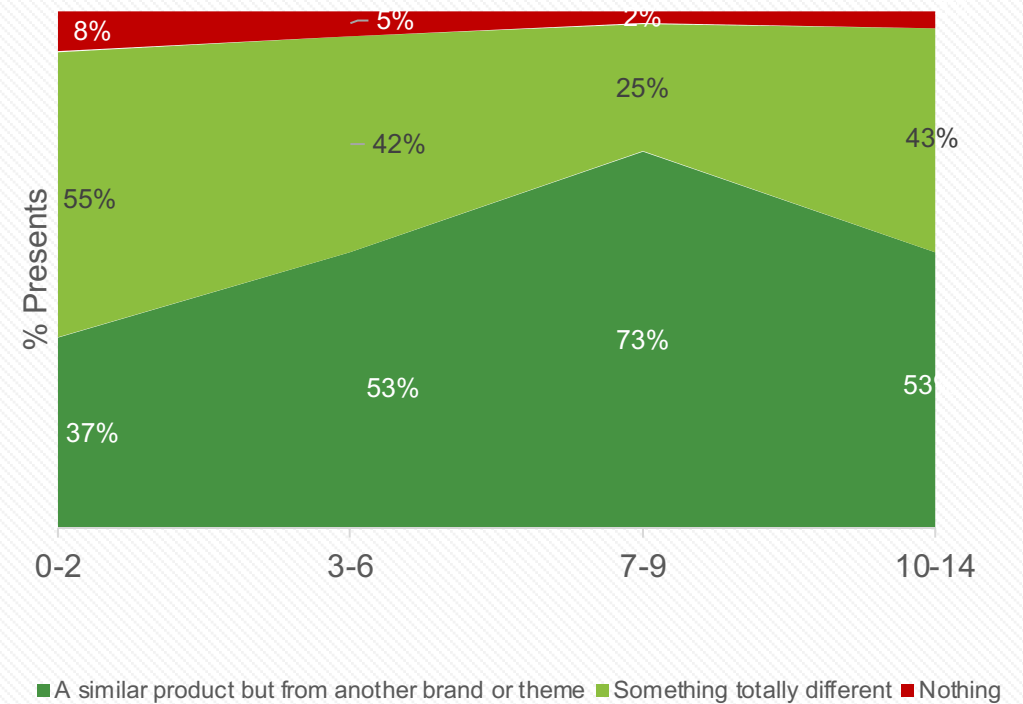


Most of the time, a similar product but from another brand or theme would be offered instead of the requested toy or game. However, 40% would receive another present, totally different from the initial request. And as expected, as kids get older, parents tend to offer exactly what's been requested by their children

Presents Given Instead of TOYS AND GAMES – Kids 0-14 – Christmas 2019 - France



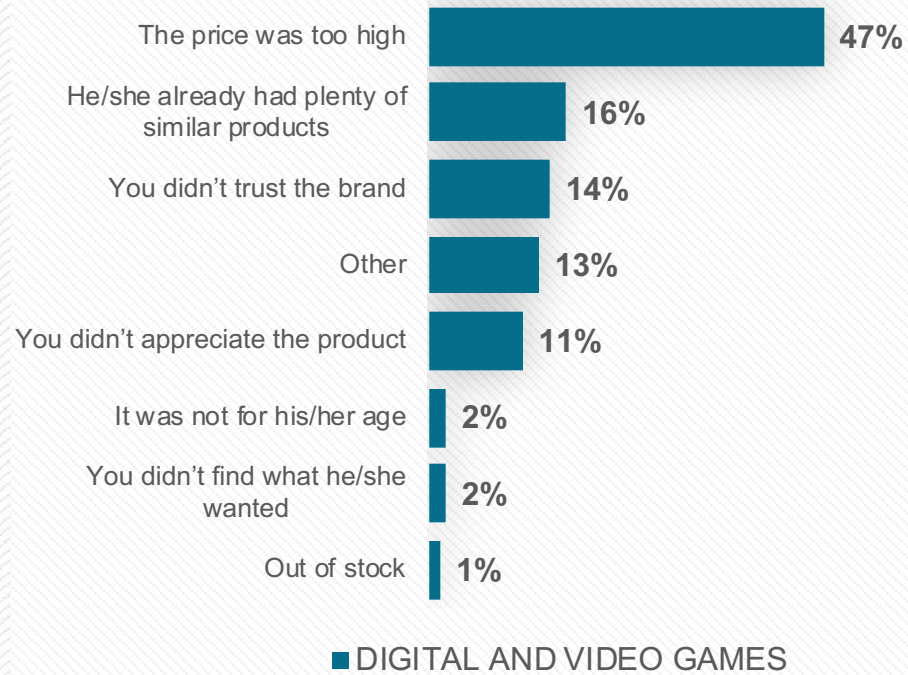
Presents Given Instead of TOYS AND GAMES – By age – Christmas 2019 - France



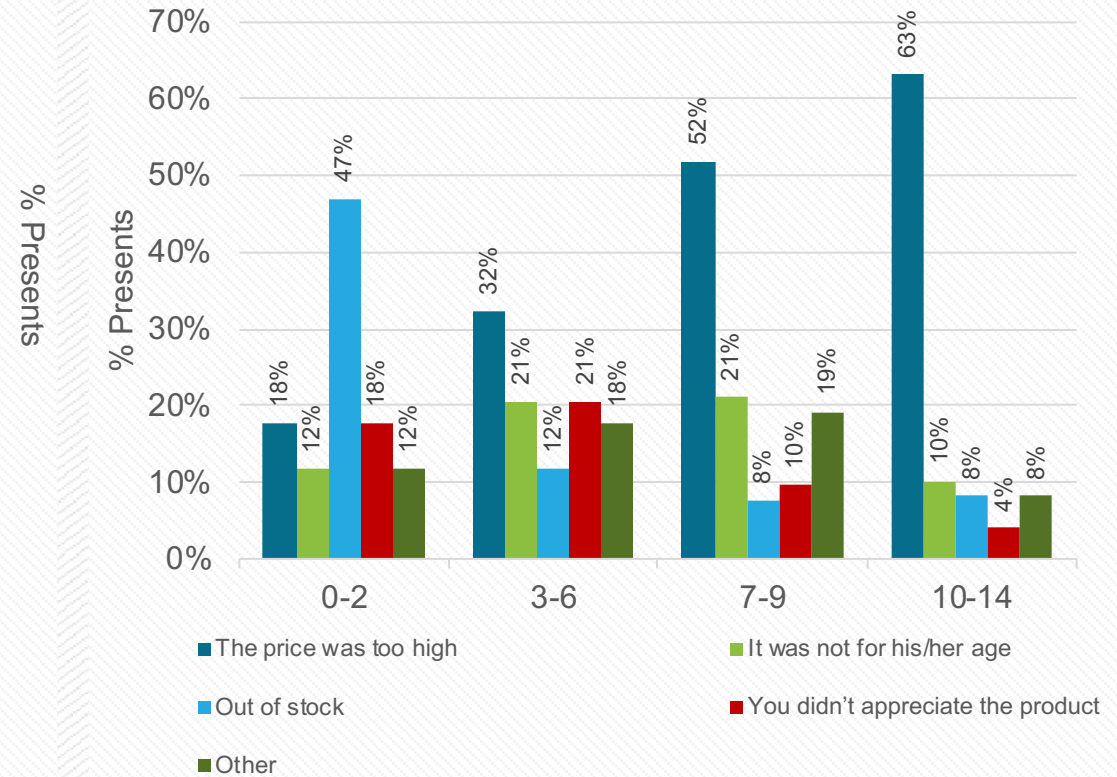


When it comes to a digital or video-game present, the main break is clearly the price being too high

Reasons for Not Offering DIGITAL AND VIDEO GAMES – Kids 0-14 – Christmas 2019 - France



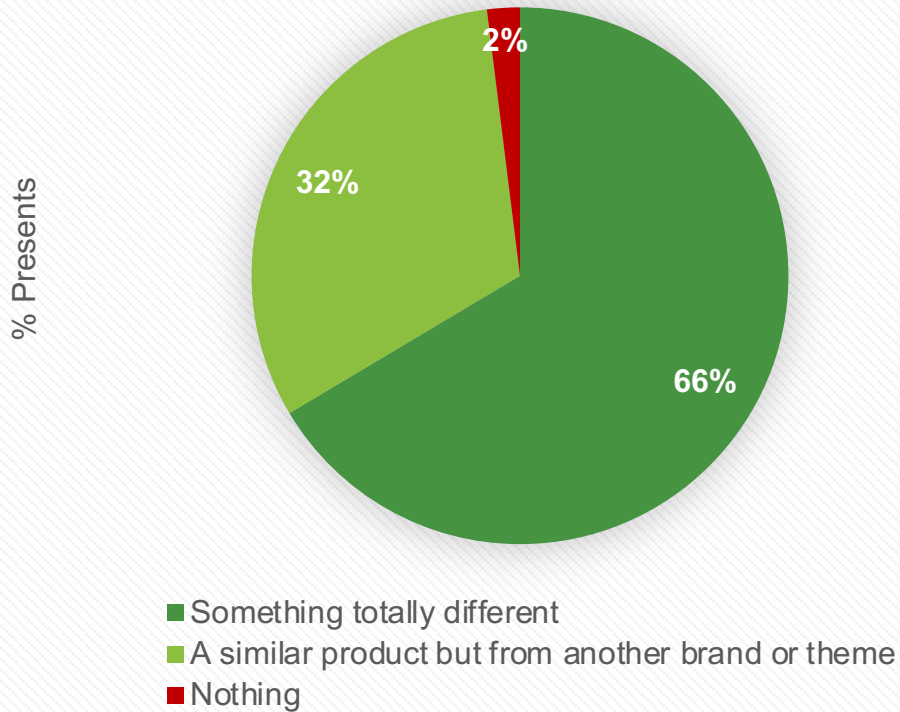
Reasons for Not Offering DIGITAL AND VIDEO – By age – Christmas 2019 - France



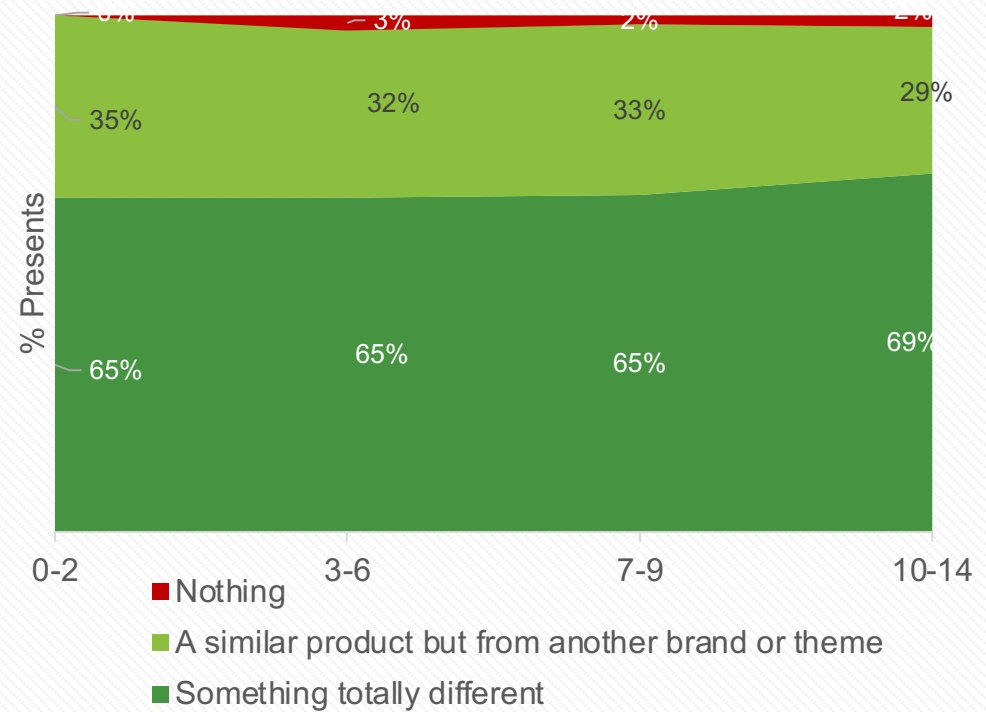


And most of the time, something totally different would be offered instead

Presents Given Instead of DIGITAL AND VIDEO GAMES – Kids 0-14 – Christmas 2019 - France



Presents Given Instead of DIGITAL AND VIDEO GAMES – By age – Christmas 2019 - France





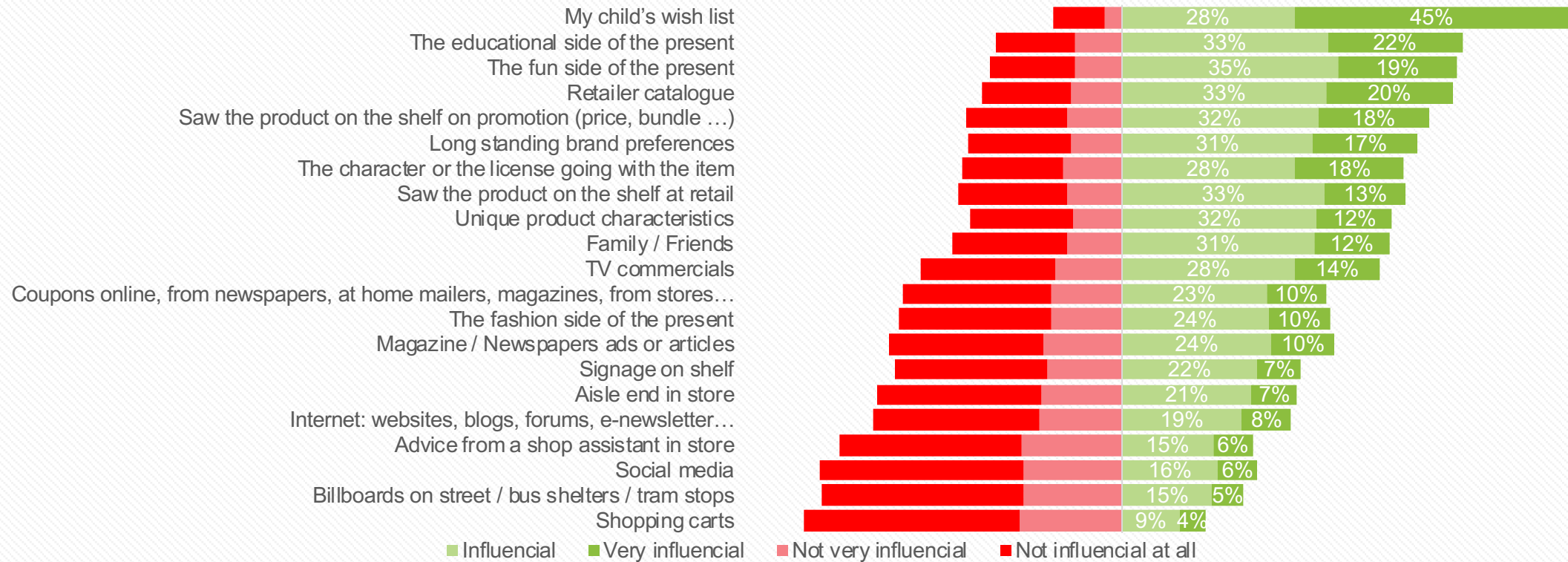
Shopper Marketing

How long is Christmas shopping? What factors can influence the purchase? What is the perception of Christmas shopping?

The child's Wishlist of the present is the most important factor influencing the purchase for Christmas Shopping.
When it comes to touch points, the retailer catalogues as well as the presence in the shelves are the most influential ones.
Licensing ranks as the #7 reason, right before the presence in the store



**Shopper Marketing –
 Kids 0-14 – Christmas 2019 - France**





Executive Summary



Type of presents

- French kids receive an average of 3.4 presents with a maximum of 3.5 presents for kids aged 0 to 6 years old; older kids tend to get less presents. Great West and Center are the most 'generous' regions; Ile de France would be the least, with 2.9 presents per kid.
- 56% of received presents are toys and games. As children get older, they receive less toys and games for Christmas and more digital and video games. Toys and games even become the 2nd category of presents among the young teenagers, right behind Digital and videogames.
- Toys could improve their competitive position in the Great West, South East and somewhat in the Center regions.
- When it comes to more detailed present categories:
 - Electronic learning toys are the main type of presents received by kids aged 0 to 14 years old. Next come Building sets, games and puzzles then Arts & Craft.
 - Electronic learning toys are the main type of presents received by the infant kids!
 - Preschoolers are more eclectic in their presents: Games & Puzzles, Building Sets, Arts & Craft then Dolls (for girls) and Trucks/cars (for boys) are the main categories.
 - Videogames start their dominance from 7 years old! Game and consoles are among the top categories of presents received.
 - Money and clothes are strong contenders among the young teenagers.
 - The gender divide: Building Sets and Trucks/Cars for the boys, Dolls and Arts & Craft for the girls. And for both: Electronic Learning Toys (infants), games & Puzzles.





About the Persons

- Parents count for 50% of the presents received by kids aged 0 to 14 years old while the close family take another 37%. Parents tend to become many of the present givers as kids get older.
 - Parents would over-offer Toys and Fashion. More specifically, 76% of the presents offered by parents to the 0-6 years old are toys. And 26% of the presents by parents to the 7-14 years old are Digital and videogames.
 - While grandparents would over-give money (other) and somewhat fashion, although they are mainly offering Toys. 19% of the presents offered by grandparents to the 7-14 years old are money/cash (others).
 - Uncles/Aunts would favor Toys for their presents to their nephews/nieces.
- Only 12% of kids aged 0 to 14 years old were present at the time of the purchase; it's 18% of kids aged 10 to 14 years old.
- 22% of the gifts were purchased on special. However, a significant proportion (1/5th) of the parents do not know if the gift was on special.





Requests by Recipients (1)

- Strong impact of the communication from the brands: Overall, 62% of the received presents were requested by the recipient (prior to enter in the store); this turns to 77% for the kids 7 to 9.
- However, over 1/3rd of the presents were purchased on 'opportunity': the present was not requested by the recipient, nor was there present at the time of the purchase
- Only 7% of the kids received ALL presents from their Wishlist. As expected, many of the kids do not receive everything they wished for!





Requests by Recipients (2)

- Toys are still a major category of gifts requested by the recipient. Digital & videogames come next! Dolls are the most requested but not received type of present among the 3 to 6 years old kids; but, a video-game console comes in 2nd position!
 - The main reason for not offering a toy or a game is the price too high for the kids 3 to 9. With regards to the infants, this would be the lack of products in the shelf-space. Although Toys & Games represent 22% of the presents received by the young teenagers, out of stock is the main reason for not offering a Toy or Game.
 - Most of the time, a similar product but from another brand or theme would be offered instead of the requested toy or game. However, 40% would receive another present, totally different from the initial request. And as expected, as kids get older, parents tend to offer exactly what's been requested by their children.
- Digital and video games is clearly the category in which there is more demand than presents received. On the contrary, fashion is more received than requested.
 - When it comes to a digital or video-game present, the main break is clearly the price being too high
 - And most of the time, something totally different would be offered instead





Shopper Marketing

- The child's Wishlist of the present is the most important factor influencing the purchase for Christmas Shopping.
- When it comes to touch points, the retailer catalogues as well as the presence in the shelves are the most influential ones. Licensing ranks as the #7 reason, right before the presence in the store.
- The educational side of the present is more important for the parents of the younger kids. After 3 years old, the child's Wishlist becomes the primarily influential reason for purchasing the selected product.
- The child's Wishlist are the most important factors influencing the purchase for Christmas Shopping for kids aged 7 to 14 years old. However, outside-the-home influencing come strong right after, from retailer catalogues to recommendations from family & friends.





Xmas

Presents to Kids



THANK YOU
FOR YOUR TIME

Philippe Guinaudeau



M +33 6 7786 6720
E philippe.guinaudeau@kidzglobal.com

18 Rue Pasquier 75008 Paris France

www.kidzglobal.com