

The Holiday Toy Guide for 2016

Helping you maximize your profits selling toys online!



"Jenni's incredible HOT TOYS guide is the #1 way to make money on Ebay this Christmas season! Learn exactly what toys to buy, when to sell them, and even how to sell them at higher prices than your competition.

*This is a **must have** step-by-step guide that will introduce you to the world of toys and the magic of Ebay at Christmas time. Based on my many years of experience on Ebay, I highly recommend selling hot toys this holiday season. You'll be amazed at the results!"*

Sherah Taylor, **Ebay Powerseller**
Publisher of Auction Moms Newsletter

2016 Holiday Toy Guide: Selling Toys Online

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About The Author

Jenni Hunt has been successful with turning her eBay/Amazon hobby into a real business with real profits. She has spent thousands of hours researching trends of what children's items are selling well online and sharing that info with her followers. You might know her from the popular Private Niche Groups and Holiday Toy Guide that has been published annually since 2003. Although she specializes in researching trends with selling children's items - many of the principles she teaches can be applied to other markets.

She is a stay at home mom who decided to leave her high tech marketing position when her first child was born in 1999. Jenni enjoys applying her marketing experience to her online business and has developed many strategies for producing profit from it. In fact, she has consistently doubled her profits every year since starting her eBay business in 2003. And, when her husband lost his job in 2013, she used her skills to quadruple thier income. She has a passion for helping other online sellers do the same by introducing them to the idea of internet marketing and moving beyond just selling physical product(s) online.

Jenni lives in the beautiful Pacific NW with her husband, James, of almost 25 years where they homeschool their three children Liam (15), Halle (13) and Caeden (10). In her free time she blogs over at www.NoLongerAshes.com.

You can follow Jenni at www.jennihunt.com

Want MORE About Selling Online During the Holiday Selling Season?

Gold members gain access to the awesome private Facebook community and receive 3 updated reports to the hot list – along with access to hot toys our dedicated VA is researching for the us... and, honestly, so much more!

You can learn more at www.HolidayToyGuide.com – but, there are only a handful of spots available... it will close up when it reaches it's 200 member capacity.

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Remember – when it fills up, it closes up.

***Hot
Trends
For
2016
Holiday
Season***

Toy Trends

Trends are based on research of what items have been considered hot items in the past. A 'toy trend' is a **type** of toy that has had a past tendency to sell well. **Trends are not specific items**; rather, they give suggestions for types of toys to keep an eye out for. Let me say that again... **Trends are not specific items**. Trends are worth paying attention to because they provide insight into themes of products that will be popular in coming seasons.

One of the trends we are seeing is that the range in toy pricing is a little higher this year... This implies that retailers are expecting parents to pay more in 2016. And, as always, we are revisiting some hot toys of the past. We are going to see classic Lego and Barbie... along with revisiting "real" pets and Star Wars. This year's expected to be popular toys are also building on the success of previous years. There are almost always hot toys during the holiday season that reflect what was hot the previous year.

But how do we determine the trends in the toys we will see this year?

First of all – we need to look at technology and how it continues to impact the toy industry. It's all about fusing entertainment with technology... and of course the toy industry is hitting the market and taking advantage of the technology hype. We have seen tablets for kids come out over the last few years along with apps that require toys for parents to buy. It started a couple years ago with the game apps – but, these types of toys are getting more sophisticated. ***The line between technology and play is more blurred than ever and you can expect to see some hot toys this Christmas reflecting that.***

Secondly, **movies and television have a huge impact on what toys tend to be most popular** for the year. This year, we have had Finding Dory, the Secret Life of Pets... and of course Star Wars coming right before Christmas... and all will likely have a licensed toy (or two... or 2 thousand!) following that will be worth watching. **If the movie is super hot – the toys from this movie will likely be hot through January and into next year.**

Third, you can always expect some remakes of what was once super popular. We have seen this over and over in previous years... Furby is a great example and seems to always makes some sort of come-back. The "Little Live Pets Clever Keet" has been popular the last two years – and this year there is the Little Live Pet Lil' Turtle that some are saying will be popular.

As much as we look at previous hot toy trends to help determine trends for this coming holiday season, keep in mind - trends are not only based on the toys that are expected to be the most popular this holiday season, **toy trends are effected by the economy and current events as well.**

Studying trends in the toy industry will prove to be extremely helpful as you build a shopping list for selling toys this holiday season. Knowing what **types** of toys are expected to be the most popular will help you be able to spot an item that has a high potential of selling on eBay and Amazon.

According to the [Toy Industry Association, trends for 2016](#) include the following:

1. Technology: Robots, Drones and "Toys-To-Life" - We have seen these types of tech toys show up over the years but the hottest robots of the year will be customizable and teach kids important concepts... and they will be a part of most of the popular toys. Younger children will find them in or with their action figures, puzzles and bath toys. Tech toys provide a "360-degree interactive play experience while enhancing classic play patterns.

Examples: robots/robotic pets, Remote-Control that interact with smartphones, apps that allow kids to play with physical toys in new and different ways (even Pokeman Go!), smart tablets for toddlers, augmented reality, wearables, flying nanodrones, etc.

2. Family: Like many generations before them, millennial parents have grown nostalgic for childhood board games, puzzles and other traditional toys. Believe it or not, the TIA is seeing a growing number of toys that although they promote technology, they focus on promoting socialization and face-to-face interaction.

Examples: family and board games, craft activities, outdoor

games, etc.

3. "Ultimate Creator": My kids fall in this category as far as passions in their play. Culinary creations, "Pinterest-worthy" designs and stop-motion movies are some of the many creative ideas in this category. These types of toys teach skills and provide creative medium for expression where children can share their physical and digital masterpieces.

Examples: stop-motion tech and videography sets; food/baking sets; jewelry making; building sets, etc.

4. Brain Boosters / "Steam": Educational toys have always had their place in the Holiday Toy Guide trends... and this year is no different. Educational toys are "STEAMing ahead and include toys that reinforce Science, Technology, Engineering, Arts and Math (STEAM). Parents and educators are big fans of the STEAM toys because they reinforce what children are learning in schools and help build important spatial, reasoning, critical thinking and problem solving skills.

Examples: Classic toys with an educational twist; infant/pre-school learning toys; science and engineering kits that teach coding and advanced mathematical concepts; activity-based books and educational board games that teach language and culture; toys that encourage parental/educator involvement and teaching; etc.

5. Collectibles: In 2016 expect to see affordable collectible toys everywhere. Collecting is a favorite pastime for children and it's an art form for kids who are on the hunt for the one item to complete their collection. Keep in mind, collecting is social as kids enjoy sharing and trading their items.

Examples: novelty toys; high-quality miniature versions of existing lines; franchise collectibles, etc.

If this is confusing at all... it will make more sense as you look at the list. Please note that the specifics that are listed in the list on the following page are used as **examples** of items that might fall under the aforementioned trend.

Following is a list of toy trends for this year.

Toy Trends For 2016

- Licensed characters/hot movies/video games/apps:

The media plays a huge roll in the toys that are popular for children. Many roll out their DVD just in time for the holidays.. and along with these DVD's you'll find a new wave of popularity with the toys that correspond to them. With the popularity of the smart phone and ipad – we have also seen popular licensed characters come from a popular app.

- Star Wars
- Finding Dory
- The Secret Life of Pets
- Paw Patrol
- The Avengers
- Frozen
- TMNT (Teenage Mutant Ninja Turtles)
- Pokeman
- Zombies/Vampires
- Polar Express and other Christmas themed movies

- Technology:

- Playstation/Nintendo/Sony consoles with new releases
- Video game accessories (biggy!)
- tablets for kids
- smart phone/ipad games "apps"
- Music/videos
- Children's toys (interactive)
- Online Add-Ons (toys with an online addition like app toys)
- Wearable technology (Kidizoom SmartWatch)

- Classic/Retro Toys for the holiday

- Trains (always a holiday favorite! - both new and used) – Polar Express and holiday versions
- Pretend Play and Dollhouses (new and used)
- LEGO
- Barbie
- Matchbox/HotWheels
- Board games revisited

- Budget Toys:

- Collectible and used toys
- Mini toys allow parents to buy as little or as many as they want or can afford

- Educational Toys

- innovative toys to help teach science and other academics
- toys that teach skills (knitting, cooking, gardening, etc.)

- Crafts and creativity
- **Realistic/RobotToys**
 - Pets (Birds, Turtles, Fish)
 - Baby Alive (and other dolls and accessories)
 - R2D2/Robot/RC vehicles
- **Create & Invent**
 - building/construction toys
 - programmable toys
 - design kits

Hot Toy Predictions

Toys that are predicted to be the hottest or most popular for the holiday season are based on researched trends. Following is a list of to-be hot toys predicted from multiple resources.

THE TOY LIST

This is an early release of the Holiday Toy Guide eBook. The first Hot Toy Hit List will be available October 1st.

What About Used Toys?

Even though used toys sell well through the holidays (and all year long, actually), I think there is wisdom in diversifying your inventory and including used toys.

In addition, many buyers are looking for vintage toys or collectables... and some just looking for a great deal on a themed toy. For example, a few years ago, my son was into Star Wars (well, he still is) – knowing there would be some great Star Wars stuff on eBay, we checked it out. We ended up buying all sorts of fun stuff for him that isn't on the market anymore. It wasn't terribly vintage (like from the 70's when the movies first came out) – but, it was used. We didn't care – he loved the stuff! So, now is the time to clean out those toy boxes and get ready to list the toys!

Try experimenting a bit when you are out to garage sales. Keep an eye open for toys that were popular when we were kids – TMNT, Strawberry Shortcake, Fisher Price Little People, CareBears, My Little Pony, Blues Clues, etc. This is a fun time of year to try out some new things!

An excellent resource for used toys is the eBay community boards... new and seasoned sellers are always willing to offer their two cents on toys in the Toys & Hobbies board! Just go to eBay and click on 'Community' and discussion boards at the top right corner.

In Closing

This report is just the beginning... the real value in the Holiday Toy Guide is going to be in the Private Facebook Group that is bundled with the Holiday Toy Guide Gold Membership.

For Gold members, the 3 updates will start the first week of November and continue through to the week of Christmas. They will be emailed to your inbox as a pdf format and will include most of the toys in this list plus any new toys that come up to research. You will also find the weekly lists posted on the Private Facebook page.

Here is to your success!

Jenni Hunt
www.jennihunt.com

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