



HAPE.COM

Switzerland

Hape Holding AG.
Hallwilerweg 2
6003 Luzern
T: +41 41 818 78 78
F: +41 41 818 78 99
info@hapetoys.eu

Italy

Hape International (Milano) S.R.L.
Via L. Alberti 6
20149 Milano
T: +39 02 9439 4976
F: +39 02 9439 4977
italy@hapetoys.eu

UK & Ireland

Toynamics UK & Ireland
Unit 10, Kibworth Business Park
Kibworth Harcourt, Leics
LE8 0EX, UK
T: +44(0)845 6000 286
sales@toynamics.com

China

Hape International (Ningbo) Ltd.
#9-27 Nanhai Road
Beilun, Ningbo
T: +86 (0) 574 8680 1188
F: +86 (0) 574 8680 9770
info@hapetoys.com

Hong Kong & Macao (China)

Hape International (Hong Kong) Ltd.
Units 903B-904, 9th Floor,
94 Granville Road,
Tsim Sha Tsui, Kowloon
T: +852 3157 1052
F: +852 3157 1058
info@hapehk.com

Germany & Austria

Toynamics Europe GmbH
Alsfelder Straße 41
35325 Mücke
T: +49 (0) 64 00 95 87 0
F: +49 (0) 64 00 95 87 29
info@toynamics.com

France

Hape France SAS
1, Chemin des Douaniers
78240 Chambourcy
T: +33 (0) 1 3927 2020
F: +33 (0) 1 3927 2021
france@hapetoys.eu

Canada

Playwell Enterprise Ltd.
1399 Kennedy Road
Unit 5A, Scarborough
Ontario, M1P 2L6
T: 001-416-439-0044
F: 001-416-439-4656
sales@playwellcanada.com

For U.S.

Hape International Inc.
2nd Floor
199 Pembina Road
Sherwood Park, AB T8H 2W8, Canada
T: 800 661 4142
F: 780 467 4014
info@hapetoys.com



Global Marketing Report

2020 Q2

Bamboo – The Unique Element of Hape Toys

Bustle Online

Trust, Appreciation, Praise – Hape Toys Receives Wide Recognition in the USA

Weather the Storm

Exhibitors and Visitors Survey 2020: Current Atmosphere Within the Global Toy Industry



We've gotten through a challenging half year together - and that's worthy of a toast, right?

Obviously, the influence of the COVID-19 pandemic has been felt everywhere, and no individual or industry is exempt. However, life is not always blue, and we still feel happy and hopeful when we see the sun rise, hear a baby laugh or see good things happen; and we never forget to work hard for a better tomorrow.

During these past months, Hape has taken the hands of our global partners and made some excellent things happen, and we'd like to share with you some exciting news.

2020 Q2 CONTENTS

Award	04
News	07
Sustainable Development	08
Event	10
Media	13
Industry Trend	14

Chief Editor : Echo WU

Editors : Viveka ZHU, Summer YAN

Designers : TANG Jian, XU Jianli, ZHANG Xiaoyu

Tel : (+86) 574 86819176

Email : EchoWu@happy-puzzle.com

Website: www.hape.com

Love Play Learn

Appreciation

Praise

Trust



Hape Toys

Receives Wide Recognition in the USA

USA

This quarter, we received great news from the other side of the Pacific Ocean, even though most of the world still operates under the shadow of COVID-19, with 6 Hape toys winning 3 different awards in the US. As a result, Hape is bound to bolster its reputation and garner more attention from the American public.



Parents' Choice Award
Gold Award: Robot Factory Domino
Silver Award: Fun Fan Fryer

Established in 1978, the Parents' Choice Foundation® is the nation's oldest non-profit guide to quality children's media and toys. Best known for the Parents' Choice Awards® program, the Parents' Choice Award® Seals are the Foundation's internationally recognised and respected icons of quality. The Parents' Choice Awards program honours children's toys and media that encourage children's development, respects their intelligence, and offer many opportunities for learning through play. The award winners have long-term learning value and play value, innovative in concept, appealing, skillfully produced, and fairly priced.

Please find more information at: <https://www.parentschoice.org/>



Robot Factory Domino



Fun Fan Fryer



ASTRA Best Toys for Kids Awards
Fun Fan Fryer
Railway Bucket-Builders-Set
Monster Math Scale

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organisation that serves more than 1,800 independent retailers, manufacturers and sales representatives of the specialty toy industry. ASTRA is a dedicated community of professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. Held by ASTRA, the Best Toys for Kids Awards only honours one winner in each of its categories.

Please find more information at: <https://besttoys.astratoy.org/home>



Fun Fan Fryer



Monster Math Scale



Railway Bucket-Builders-Set

(Photo Source: Hape Image)



PAL (Play Advances Language) Awards
Toddler Kitchen Set
Silly Spaghetti

The PAL, "Play Advances Language," Award organised by Playonwords.com, recognises exceptional toys, games and books that, through their design, content, quality, and character, promote play that advances language. It is the only industry recognition focusing on the best toys, games and books that not only entertain, but also inspire kids and caregivers to engage in rich communication and interaction.

Please find more information at: <https://playonwords.com/>

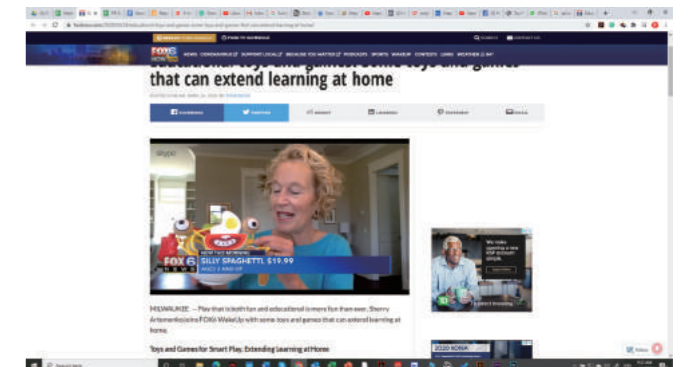


Toddler Kitchen Set



Silly Spaghetti

Sherry Artemenko, the founder of the PAL Awards, a speech and language pathologist, and an educator with over 30 years experience who has worked and played with children for more than 15,000 hours, selects super-fun toys every year for the PAL Awards. As this year's award winners, Hape Toddler Kitchen Set and Silly Spaghetti both appeared on FOX6 Milwaukee in April with a halo of great recognition. Listen on as Ms. Artemenko recommends the two Hape toys, "I'm looking for something exactly like that!", she says!



Please see the full videos here:
<https://fox6now.com/2020/04/10/the-toy-expert-smart-toys-games-for-the-whole-family/>
<https://fox6now.com/2020/04/24/educational-toys-and-games-some-toys-and-games-that-can-extend-learning-at-home/>

Being listed on the winners' roll-call respectively by 3 significant and influential awards in the US children and the toy industry, is insurmountable proof of Hape toys' high-quality, play-value, educational meaning and wide-ranging benefits to children's growth. Also, the wide recognition must be a great stimulus for the sales of Hape toys in the future. In turn, we are very glad that Hape toys are able to bring happiness to children and families, enriching children's childhoods and filling the world with more smiles and laughter, especially during these difficult times. Hape will always aim to produce valuable toys of fine-quality in order to make your leisure time more interesting and meaningful, living up to the public's trust, appreciation, and praise.

(Photo Source: Hape Image)

Hape Enjoys a German Awards Spree!

Good news: three Hape toys were nominated for two influential awards in Germany recently.



Golden Rocking Horse Award (Goldenes Schaukelpferd) nominees:

Adventure Van - Category "Everything for A Child's Heart"
 Railway Bucket-Builder-Set - Category "For Artists and Master Builders"
 Magnet Science Lab - Category "Play and Technology"

The Golden Rocking Horse Award (Goldenes Schaukelpferd) is co-presented by DVS (Deutscher Verband der Spielwarenindustrie), and the German magazine Familie & Co, with the aim of selecting the best toys of the year. The readers of the magazine and users of its official website both have a right to vote for the best toys, indicating the award winners reflect the favourite products of consumers, parents and related groups.

Read more at: <https://www.familieundco.de/>



Adventure Van



Railway Bucket-Builder-Set



Magnet Science Lab

Top10 Toys (Spielzeug) nominated:

Railway Bucket-Builder-Set
 Magnet Science Lab

The TOP 10 Toys is the marketing campaign for toys and leisure items in Germany. The Federal Association of Toy Retailers (BVS) selects the highlights of the year together with the TOP 10 Toys jury. The jury members (toy and leisure experts) play a key role for one of the large toy groups and chain stores (idee + spiel, SPIEL & SPASS, SPIELZEUG-RING, Smyths Toys, VEDES). The TOP 10 Toys award offers fun potential for everyone. There is something for every age, taste and budget!

See more information at: <https://www.top10spielzeug.de/Top10-Spielzeug-Nominierte/Nominierte-2020.php>

Hape's three shortlisted toys, as Hape's novelties in 2020, will very likely become a hit in Germany, throughout Europe and even across the whole world, owing to the two award show's great recognition and respect in the toy industry. The quality, play-value, and educational meanings (with STEAM elements) apparent in the toys will eventually be seen and appreciated by the consumers. The wonderful all-in-one Adventure Van, the Railway Bucket-Builder-Set with its innovative storage function, and the Magnet Science Lab with its STEAM and high-educational value, underscores Hape's key values. Believe in us and choose Hape toys for your little baby and time will tell you that you have made the right choice!

The final winners for both awards will be announced in November, so let's keep our fingers crossed!

(Photo Source: Hape Image)



Announcement on Hape Brand's Anti-counterfeiting Efforts

Recently, a large number of counterfeit and pirated Hape toys have appeared in various online transactions and social platforms in China. This has seriously infringed consumers' rights and interests, disrupted market order and damaged the Hape brand image. To prevent any further bad influences, Hape Group has called the police and, through a series of quick actions, the police have found and confiscated a number of counterfeit Hape bestsellers in Zhejiang province, China. Hape will continue to actively cooperate with the police, helping to trace down the relevant responsible parties and cracking down on illegal business in order to maintain the Hape brand image and protect consumers' rights and interests.

The production and sale of counterfeit and pirated toys may seem invisible but it actually poses a great threat to children's health and safety. It is well known that counterfeit and pirated toys are mainly made of recycled materials, with rough burrs, and without any formal testing for the proportions of toxic substances. Proper Hape products have gone through 6 Global Quality Standards, which are universally recognized by all, ASTM F963 (American Standard), EN 71 (European Standard), ISO 8124 (International Standard), SOR 2011 (Canadian Standard), GB 6675 (Chinese Standard), ST (Japanese Standard). For the sake of children's health and safety, we call on all Hape fans, consumers and parents to purchase Hape toys only via official channels like Hape online flagship stores and offline franchised stores.

If you have any information related to the issue, please call us at +86(0)57486857558 or send an email to internal.audit@hapetoys.eu.

Thank you all again for your trust and support of the Hape brand! Hape puts a high premium on children's healthy growth as always, and will continue to do our utmost to help protect the next generation.

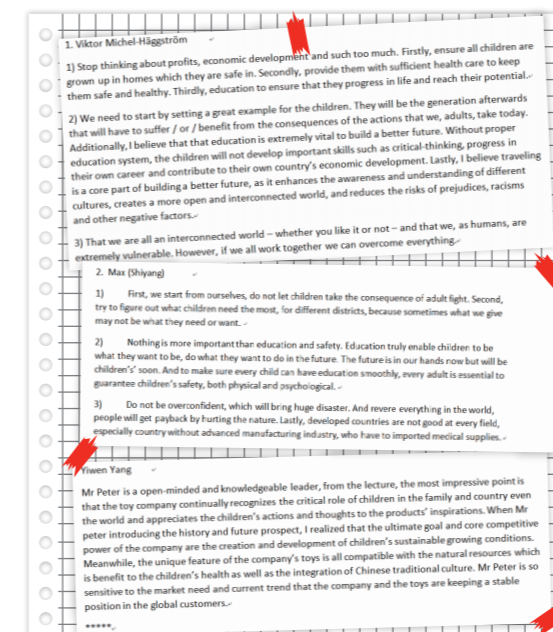
Hape Holding AG.
 June 16th, 2020



Hape Group (China) - Advanced Collective for Resuming Work and Production

This April, Hape Group (China) was awarded the title of "Advanced Collective for Resuming Work and Production" by the local government and community in the fight against COVID-19.

Since the end of February, Hape's staff has gone back to work in succession and are all currently on the job. Consistent with Hape's care for its staff, we have built a solid supervision system to guarantee a safe path through this difficult period. Confronted with the pandemic and its collateral impact, Hape will not give up on any member of our staff, and will strive to lead a pioneering path for the Group under these special and difficult circumstances.



Exchanges with Young Thoughts, Inspiration for Product Manufacturers - Hape Group CEO's Lecture in UNNC

In April, an online class was held in the University of Nottingham Ningbo China (UNNC). The key speaker for the postgraduates who come from 8 different countries and regions, was Peter Handstein, the Founder and CEO of Hape Group.

Peter unreservedly shared his story and ideas with the young postgraduates, which was quite an attraction as they were very curious about Peter's legendary life. In turn, great inspiration and fresh ideas from the students were then echoed to Peter, who is always eager to hear new thoughts. Some valuable ideas, with great emphasis on education, environment and safety may be of enlightening significance to us, the manufacturers and producers of products, as most of the students were Millennials, and therefore represent the future of our society.

(Photo Source: Hape Image)



Bamboo

The Unique Element of Hape Toys

In the 1960s, a little boy grew up in Germany, in a beautiful town in an area that his family had lived in for nearly 400 years. As a child, the wooden toys he played with were often passed down through generations. He also found his own playthings in nature - mud, rocks, leaves, and sticks. Due to his growing up in such a natural, organic environment, he developed an appreciation for natural materials at an early age.

When he got a little older, he became a young blacksmith in a small village, inventing and building his own handmade toys for his little son in his spare time. Later, he embarked on the journey of manufacturing educational toys for local kindergartens, since his handmade toys had caused quite a sensation in his son's own kindergarten. This loving father was none other than the founder and CEO of Hape: Peter Handstein.

In 1995, Peter moved to China to seek more opportunities for his business. And it was in Ningbo that he found a grove of bamboo forest, close to where the company's factory stands today. Although technically a "grass," bamboo has the look and feel of the classical wooden toys that Peter played with as a child. As bamboo can grow **up to 1.2 meters** every day and regenerate in a matter of months, it can be cultivated and regrown with no detriment to the surrounding ecosystem. Peter developed a fascination with the natural beauty and renewable life cycle of bamboo, which led to another chapter in Hape's development. He founded the **"Hape Bamboo Research Center"** in the bamboo forest, adjacent to the company, where Peter encouraged his designers to experiment with this highly renewable resource.

In 2004, Hape hosted China's first UNESCO bamboo workshop. Hape's bamboo toys, the toy industries' first collection of toys based on this natural resource, grew out of that event. The unique strength and flexibility of the plant inspired new designs and twists on traditional toys. Hape has since established its own bamboo workshops, inviting international design students to work with their craftsmen to create new ideas that can be added to the bamboo line.

Ever since, Peter has been very willing to show his guests, business partners and visiting groups (including students), this "secret base". To his great pride, all the exquisite handicrafts in the research center are handmade by the artisan - keeping alive this traditional, inherited technique that also conforms to sustainable development. At the same time, the visitors are all astonished by this research center and the bamboo handicrafts they find there.



Hape, as a leader in designing and manufacturing high quality children's toys made from sustainable materials, underscores sustainability much in each stage of a toy's life cycle: raw materials, production, packaging, transportation, product usage, and post-use. In 2005, Hape's first full line of bamboo toys was launched. Today, the bamboo line is still a great highlight among all Hape wooden toys. Let's take a look at the special bamboo toys here!

Flexistix: use your imagination and build your own shapes with the sticks and joints.

Outdoor: bring new levels of excitement and adventure to any excursion or play day.

New Hit: Growing Gardeners Greenhouse
Create your own vases and learn to germinate and care for your very own plants. See what recipes you can use them in once they're grown up!



Made from bamboo, the most sustainable plant in the world! By the time you have this toy, the bamboo used to make it has already grown back!



"A commitment to children must go hand in hand with a commitment to the environment. Our children will inherit the world we live in."

— Peter Handstein (Founder & CEO of Hape Group)

Weather the Storm



As Covid-19 has infected the whole world, forecasts plummet and the toy industry faces an unprecedented marketing environment. With great determination, Hape redoubles its efforts in order to weather the storm.

Date: May 22nd to June 2nd, 2020

Place: Offline Stores

Type: B2C

Incentive-driven policies have been made to reward sales-clerks in stores. 95 stores from 23 franchisers joined the event, yielding an almost 1.2 million income for the 16 designated promotion items alone. A competition among the stores for POS payments per day also ended well. These policies proved to be quite an efficient tool to boost holiday sales.

Date: Children's Day

Place: Major cities in China

Type: B2C

Anticipated by Hape fans for a whole year, Hape initiated the Road Show 2020 in major cities including Beijing, Chengdu, Hefei, and Suzhou etc., sparking a Children's Day carnival for "little monsters" who had been trapped indoors so long due to the outbreak.

Themed "Hape Toys: Accompany Children with Art and Educational Benefits", Experiencing Cabins for both parents and children attracted crowds of visitors eager to try Hape's hot-sellers like the *Kitchen & Food* items, the *Junior Inventor* sets, *Music* toys and so on. The new *Railway Bucket-Builders-Set* lured the attention of many, and became a best seller.

Date: Women's Day (March 8th) & Parent-child's Day (April 20th) & 618 Chinese Online Shopping Carnival

Place: Hape Tmall Flagship Store

Type: B2C

Online trading has been much more prosperous this year owing to the contagion. To avoid unnecessary contact, consumers rely more and more on online shopping. Hape seized the moment and introduced a series of promotional policies to coincide with various special festivals, achieving great success with over 50% sales increase during the Women's Day promotion period, and a 90%+ sales increase during the Parent-child's Day period. Furthermore, a nearly 80% sales increase during the 618 Chinese online shopping carnival on a year-on-year basis was noted.

Protecting children's childhoods is as important as guarding their health. While kids are locked in virus-free homes, happiness shall never absent. They will need toys, picture-books, cartoons and so much more. Hape commits to offer the easiest access to fun and learning simultaneously. Visit Hape's online shop or meet us at stores when your communities are safe, and we will always be there to escort you and your family through the contagion.



(Photo Source: Hape Image)

Bustle Online

Under the influence of the pandemic, the UAE has also seen streets silenced. Nevertheless, the online community appears more bustling than ever.

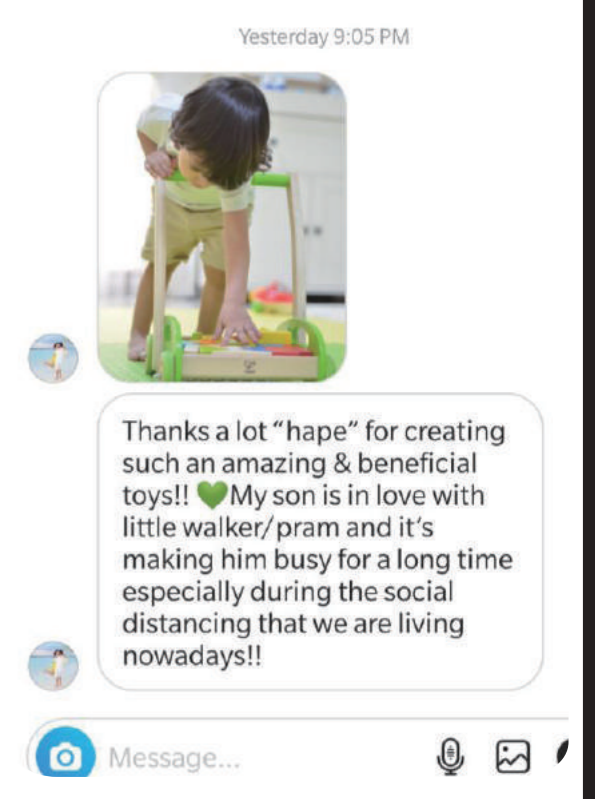
Launched in 2019, the emerging firstcry entered the arena as a shopping platform for children products. Hape debuted on its front page with *Kitchen with Light and Sound*, luring much attention. Also, Hape and climaxed with a "BUY 2 GET 1 FREE" promotion, which was a sensation!

Hape made a new friend with firstcry and caught up with old acquaintance mumzworld too. *The Flower Power Guitar*, *Crossing & Crane Set* and a few others featured on the social media account of mumzworld. And a 15% discount for a few items grabbed quite a bit of attention.

As usual, Mamas.box selected star items and wrapped them in a gift box. Customers could buy one surprise box at a discounted price according to the age and skill level of their child. Hape's infant toys, rice toys and bath toys were all chosen to be presented.

Bumble Bee, the go-to store for design-conscious new parents presented the Hape brand and a series of toys catering to design and fashion-conscious parents, including the *Chunky Clock Puzzle*, *Pop-up Toaster Set*, *Alphabet Abacus* and more.

Filled with all-round promotions and celebrations, mums (whether influencers or not) who are locked inside, homeschooling kids benefited greatly - which could easily be seen on their social media accounts:



(Photo Source: Hape Image)

Come and Join the Hape Summer Series Campaign!

Your solution may be here!

Feeling restricted staying at home?
Upset about business?
Trying to find a new way to regain order?

USA

Hape US is doing a 12-week online campaign so that we will be poised for reopening and planning during the last quarter of this year. From June 4th to August 31st, Hape US will send an email to representatives and retailers featuring promotions and the "Pick of the Week" (the most recommended product of the week), along with product videos and related information. This will help educate them about our listed products and make a better plan for the fourth quarter.

Furthermore, during these unprecedented times, we must think outside the box. Our National Sales Manager, Chloe Kershaw, turned her living room into a virtual tradeshow booth where she was able to connect with 70+ retailers with rep support! In June, Chloe held the first sharing session, setting up a showroom at home with over 100+ samples of our new and top sellers, and making herself available to connect one-on-one with retailers and representatives to answer any questions related to demo products, writing orders or planning for Q4. Hats off to forward-thinking and making lemonaid out of lemons, team!

The sunlight will eventually cast itself on the earth after a long, dark night. Likewise, the pandemic will become the past as long as we survive it and strive to make life better. So, are you ready to reopen in the near future?



Stay cool and informed with the Hape Summer Series Campaign! Every Friday, through August 31, 2020 we will be pushing out a weekly email jam-packed with exciting promotions and unique tools never introduced before!



Hurry!! Spaces are limited! Chloe has set up a showroom at home with over 100+ samples of our new and top sellers. She is making herself available to connect one-on-one with retailers and representatives to answer any questions related to demo products, writing orders or planning for Q4. Campaign Dates: June 22 - 28th, 2020

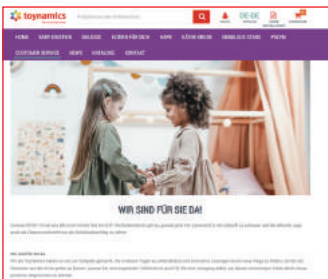
Click on video above for details! Schedule a meeting Click here to view our Date, Date Availability Schedule. Email your local rep or visit our website to schedule a time that works for your time zone. Once confirmed, please send a meeting invite with a link to connect via Zoom.



Cheer Up and Carry on —Hape Germany's Efforts for Retailers and Consumers

Hape Germany has conducted a series of preferential measures to help keep retailers going and retain their customers during this difficult time. From March to June, Hape prepared B2C posts for retailers to re-use on their social media platforms and offered direct shipments to end-consumers, as well as offering promotions on some products, motivating consumers to purchase from their local dealers. Simultaneously, from March to May, Hape also carried out a "stayhome campaign" for customers, offering promotions, arts & craft downloading options (colour-in images, arts & crafts instructions, play tips, etc.) to help parents keep their children busy at home. In addition, to cope with the pandemic, Hape has also produced children masks, which may help reduce the ratio of children contracting COVID-19.

The feedback from such measures has been quite good, and retailers seem to appreciate the efforts that Hape has made. We believe and hope that the pandemic will pass and a prosperous market will return in the near future!



Increased Awareness for Children's Day

This June, to introduce International Children's Day to Israeli children, our distributor Eskimos carried out an online activity to raise Hape's brand awareness in the region.

Israel

Eskimos has cooperated with Reut Levinberg, who possesses one of Israel's biggest Facebook consumers groups, with over 100,000 followers, to conduct an online carnival for children on their special day. From 20:00 June 1st to 24:00 June 2nd, the participants must "like" the Eskimos Facebook page and leave a comment about their children's funniest "words of wisdom". This special Children's Day activity (which is not so well-known in Israel) achieved great success, accumulating 1,500 comments from parents and 1,400 likes on Eskimos Facebook page - an amazing outcome in Israel! To show our appreciation to the enthusiastic participants, Hape prepared great toys for the top 3 winners. A cute boy on the autism scale won the first prize, and expressed his great happiness and excitement upon receiving the grand gift pack, showing particular fondness for the Hape Busy City Rail Set.

Children's Day is another carnival for children in Israel this year, and we are convinced that more parents will choose Hape in the future as they wish to extend their love towards their children and babies.



(Photo Source: Hape Image)



SOCIAL MEDIA



Date: March to April
Influence Area: Globe
Medium: Facebook
Topic: Easter giveaway contest
Highlight: Hape launched a world-wide contest featuring Easter eggs on Facebook, attracting around 2,000 participants to choose their favourites amongst the green and orange eggs and to subsequently leave interesting comments. In the end, two lucky winners from the USA and the UK respectively received Hape gift packs filled with quality Hape toys such as Solar Power Circuit, Anywhere Art Studio and Flower Power Guitar.



Hape UK
March 20
Participate and Win!
Have you chosen your favorite easter bunny already? If not:
1-Visit this link http://bit.ly/easter_giveaway_contest
2-Choose your toy egg
3-Let us know you are participating in the comments.
4-Try to win an amazing surprise!
#easteriscoming #easterbunnies #easter #giveaway #funtogs #hape #hapetogs #ilovehape #hape #love #play #learn

Publication Time: April 2020
Distribution Area: Germany
Name of Magazine: Leben & erziehen green
Distribution Channel: B2C
Circulation: 60,000 copies semiyearly
Product: An interview with Lisa Hilbert (Head of Marketing at Hape Germany), Hand-Powered Flashlight, Rattle & Teether Collection
Placement: One full inner-page
Brief Introduction: Leben & erziehen green is a special edition of the magazine Leben & erziehen, focusing on environmentally friendly and organic products and sustainable lifestyles. Leben & erziehen is a well-known German early education and family magazine with around 35 years of history published by Bayard Media GmbH and aimed at expectant parents who already have children. Leben & erziehen stands for a variety of baby and child related topics and is rounded-off with reports and guides on health, nutrition, games, education, finances and other related services - basically all you need to lead a harmonious family life.



MAGAZINE

Date: April to June
Influence Area: China
Medium: Tik Tok, Youku (a video website in China), Tmall, JD.com, WeChat
Topic: Online activities
Highlight: From 20th May to 12th June, Hape China collaborated with the Youku Qinzhi channel and the China Kids Fun Expo, supporting the "Toys Battle for 1-Hour Family Time Per Day" event (in which participants upload short videos of their quality family time to Youku), providing the lucky winners with Hape toys. Then, from 2nd to 30th June, Hape China encouraged all its staff to shoot and upload short videos featuring Hape toys or the Hape logo to Tik Tok, helping increase brand awareness online. Simultaneously, some staff members were selected to anchor Hape's live-streams, making their online debuts and gaining good feedback during the 618 online shopping carnival. In addition, Hape China upgraded its product images, presenting its new goods with gif-like images and short videos on its WeChat Moments wall, helping subscribers generate more interest in Hape toys.



Publication Time: June 2020
Distribution Area: USA
Name of Magazine: San Diego Family Magazine
Distribution Channel: B2C
Circulation: 75,000 copies per month
Product: Explorers Bug Jar
Placement: 1/5 of one page
Brief Introduction: San Diego Family Magazine is distributed to more than 1,500 locations throughout the country. Some of its main distribution locations include select Ralphs and Albertsons Supermarkets, McDonald's, Sombbrero Mexican Food, Whole Foods, as well as Round Table Pizza and Party City stores.



MAGAZINE

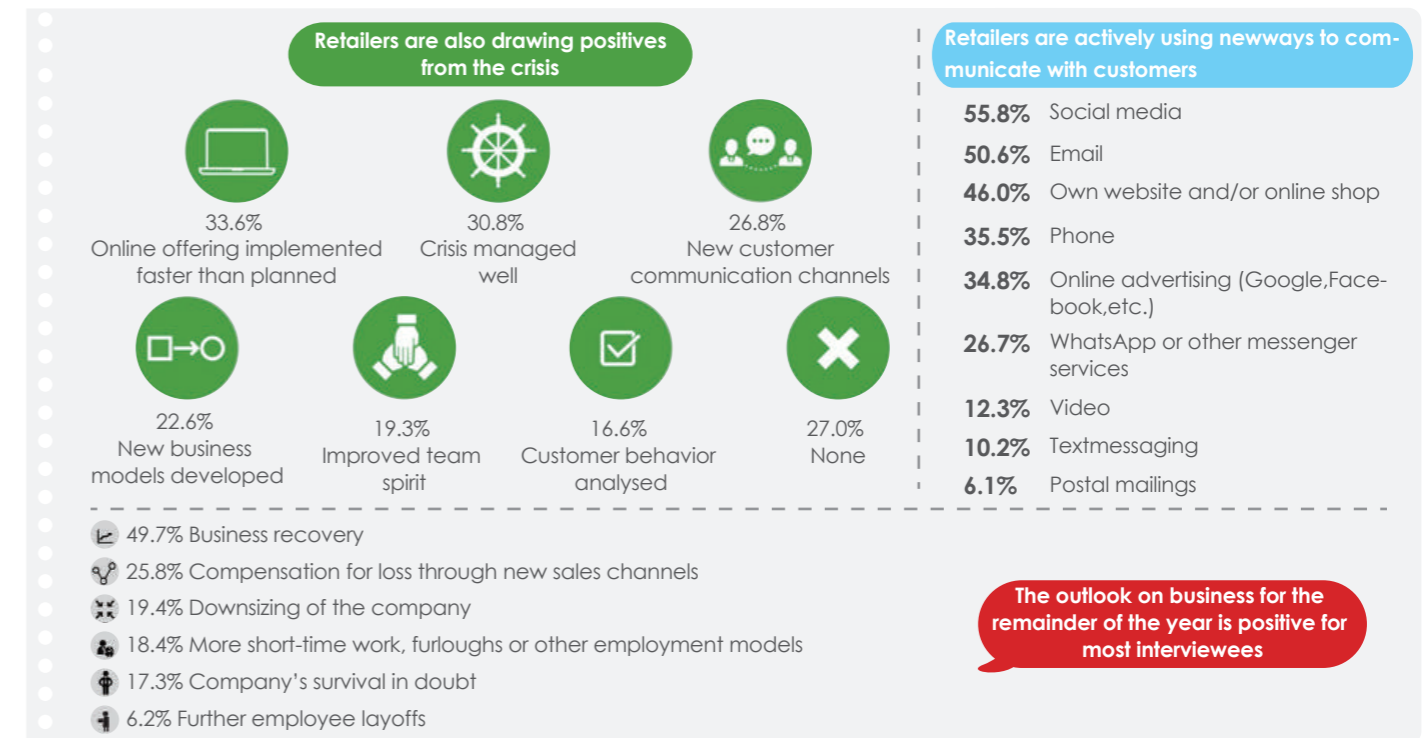
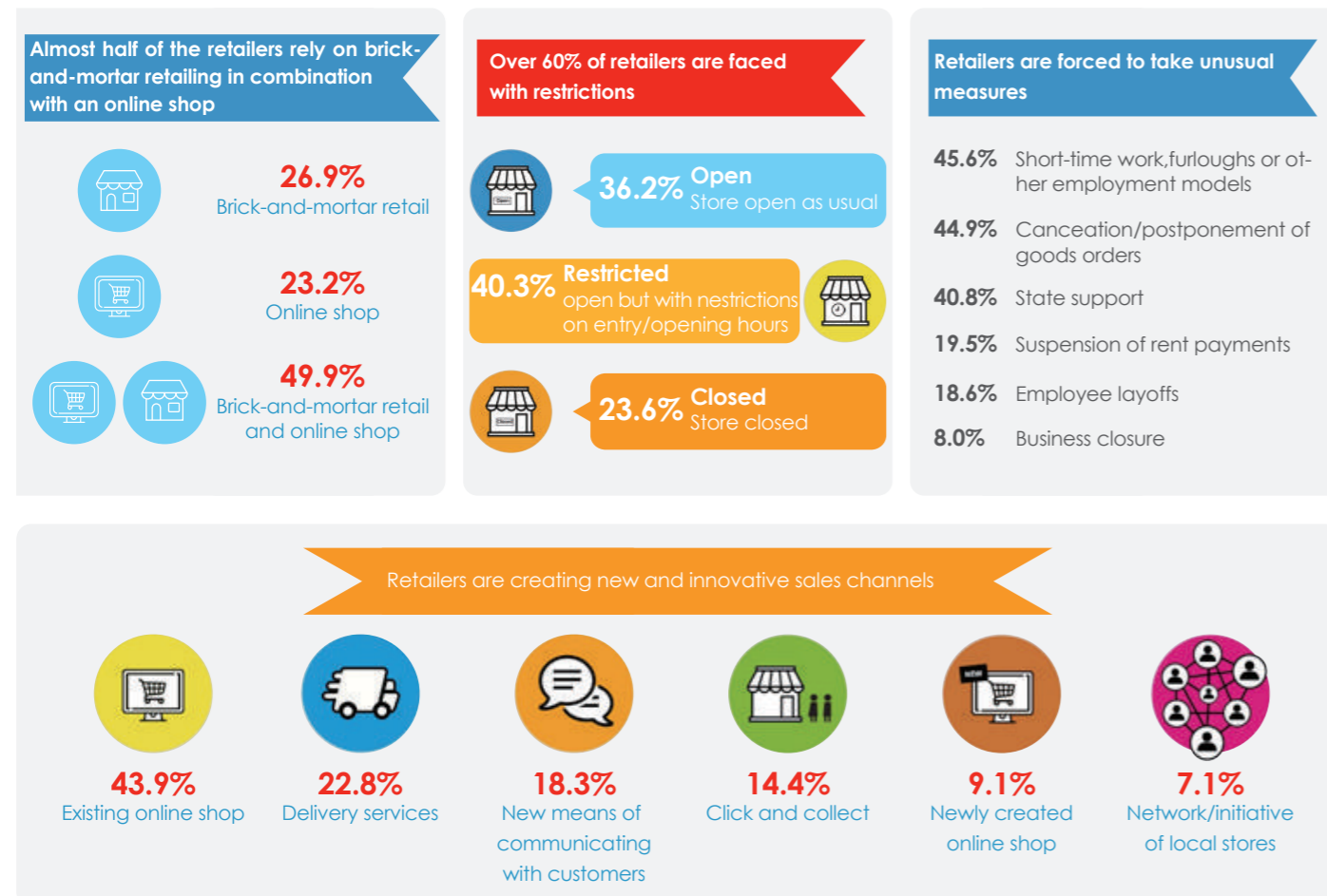
(Photo Source: Hape Image)

Exhibitors and Visitors Survey 2020: Current Atmosphere Within the Global Toy Industry

The corona pandemic has been impacting people's personal lives and public spheres for months now. The industry and the retail trade has been hit particularly hard. To find out how they are dealing with the crisis and its consequences, Spielwarenmesse eG as the organiser of the industry's leading trade fair conducted a representative survey. 1,810 trade visitors from 42 countries and 548 companies from 48 countries took part in the survey conducted in spring.

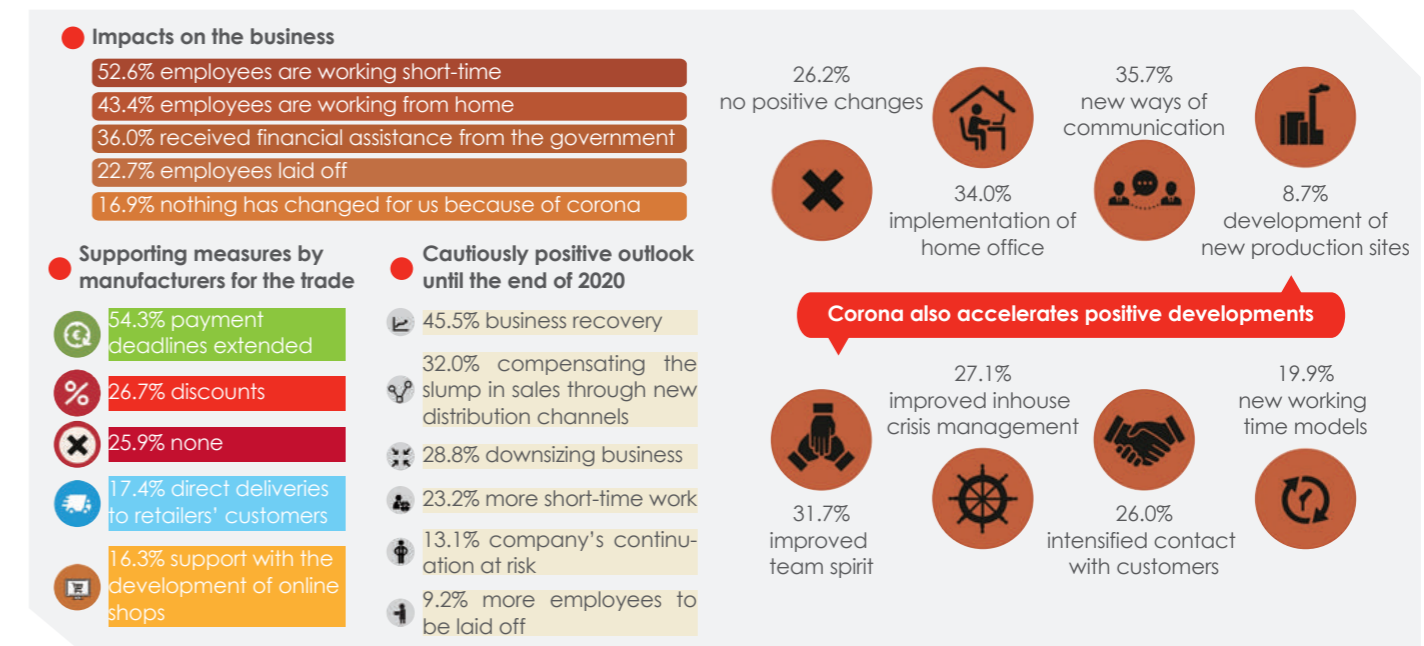
Visitors Survey 2020:

The goal of the survey was to take a look at the current atmosphere within the global toy industry and understand the measures taken during the pandemic as well as the industry's outlook until the end of the year. The survey demonstrates that retailers responded swiftly to the crisis and found new ways to remain available for customers. One third of the interviewees, however, did not make any changes. Also, communication with customers was adapted to the changed circumstances. New channels were chosen, including social media and messenger services. Despite the severity of the situation especially in relation to staff, a large number of those asked is cautiously optimistic and states that business will recover before the end of the year, or even that the slump in sales will have been compensated. Spielwarenmesse eG conducted the survey between 12th and 25th May 2020 amongst trade professionals and visitors of the Spielwarenmesse®. 1024 answers in total were received from commercial enterprises around the world, which gives a representative picture. The results can be found in below.



Exhibitors Survey 2020:

Corona has had a tight grip on the world for months now, and has impacted all our lives, both professionally and personally. Industries are also suffering because of the virus: people are being laid off, and companies are closing, either temporarily, or even permanently. No one has been spared the effects of the pandemic – not even the toy industry. Which specific measures did manufacturers take and what is their forecast until the end of the year? To show the mood in the industry, Spielwarenmesse eG conducted a survey amongst the exhibitors of the Spielwarenmesse® on the current situation. A total 548 responses were received during 12th – 29th May 2020. The results show that manufacturers have largely adapted to the changed reality. They have created new, digital possibilities to communicate both internally and externally. The most frequently experienced personnel-related consequences from the crisis include short-time and offering more possibilities for people to work from home. Despite all adversities, the predominant outlook for the remainder of the year is cautiously optimistic. See the results in below.



Referred from Spielwarenmesse "Exhibitors and visitors survey 2020: Current atmosphere within the global toy industry", June 22nd, 2020. <https://www.spielwarenmesse.de/magazine/article-detail/survey-2020-current-atmosphere-covid-19/language/1/>