

THE TOY REPORT

JUNE - AUGUST 2025

Trends and moments that ruled search





Louis Venter

Founder & CEO | MediaVision



Unlocking Growth: Your Guide to the Toy Sector

The toy sector is a whirlwind of fleeting trends and entrenched brands. In a market where yesterday's fad is today's forgotten item, a data-driven strategy isn't just a nice-to-have, it's a necessity. This report cuts through the noise to deliver the definitive insights you need to win. It's time to stop guessing and start acting.

This document is your roadmap to the entire ecosystem, from the biggest brands dominating search to the stealthy, non-branded products that are quietly becoming a huge deal. We've meticulously analysed the share of brand search for key players like Jellycat and Lego to measure their true digital authority. But we don't stop there. We also shine a spotlight on the fastest-growing non-brand trends - from magnetic blocks to blind bags - to reveal where the real untapped demand lies.

This isn't just another report. It's an investment in your future growth. That's because share of brand search is the most powerful leading indicator of a brand's health and potential. As marketing pioneers Les Binet and James Hankins have proven, a brand's share of search strongly correlates with its market share, acting as an early warning system for market shifts. This metric provides a simple, direct link between what consumers are thinking and what they'll be buying.

Our analysis of the latest data reveals incredible non-brand opportunities you could have seized. Imagine a world where you capitalised on the explosive 110% YoY growth for "magnetic blocks" or the significant 28% increase in demand for "magnifying glasses." This report provides the clarity to identify these opportunities before the competition does, giving you a competitive edge.

It's time to act, not react.

THE IMPORTANCE OF SHARE OF BRAND SEARCH

In a world of diminishing returns from paid search, share of brand search has become a vital brand health metric—especially as the brand vs. performance debate intensifies. CMOs are under pressure to deliver growth with tighter budgets in a softer market.

That's why we built the Share of Brand Search module in Metis - to give clients weekly, actionable insight into brand visibility and performance.

This isn't just a hunch; it's a proven fact. As demonstrated by marketing effectiveness experts Les Binet and James Hankins, there is a strong correlation between a brand's share of search and its market share. This means that an increase in a brand's share of search often precedes a rise in its market share, making it a powerful leading indicator of future growth.

Louis Venter
Founder & CEO | MediaVision

WHO WE WORK WITH

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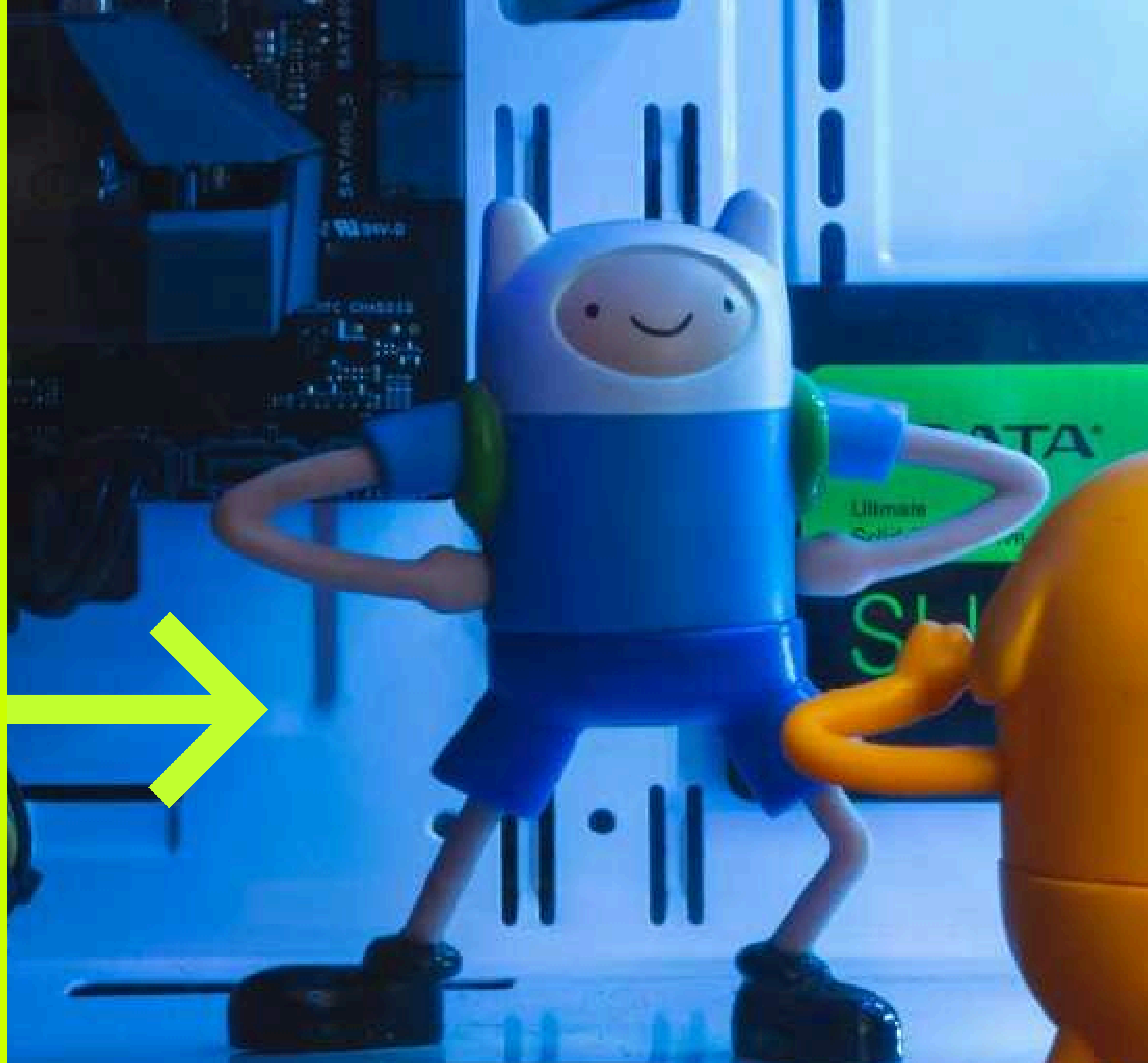
HUSH

OUR AWARDS



WHO RULED?

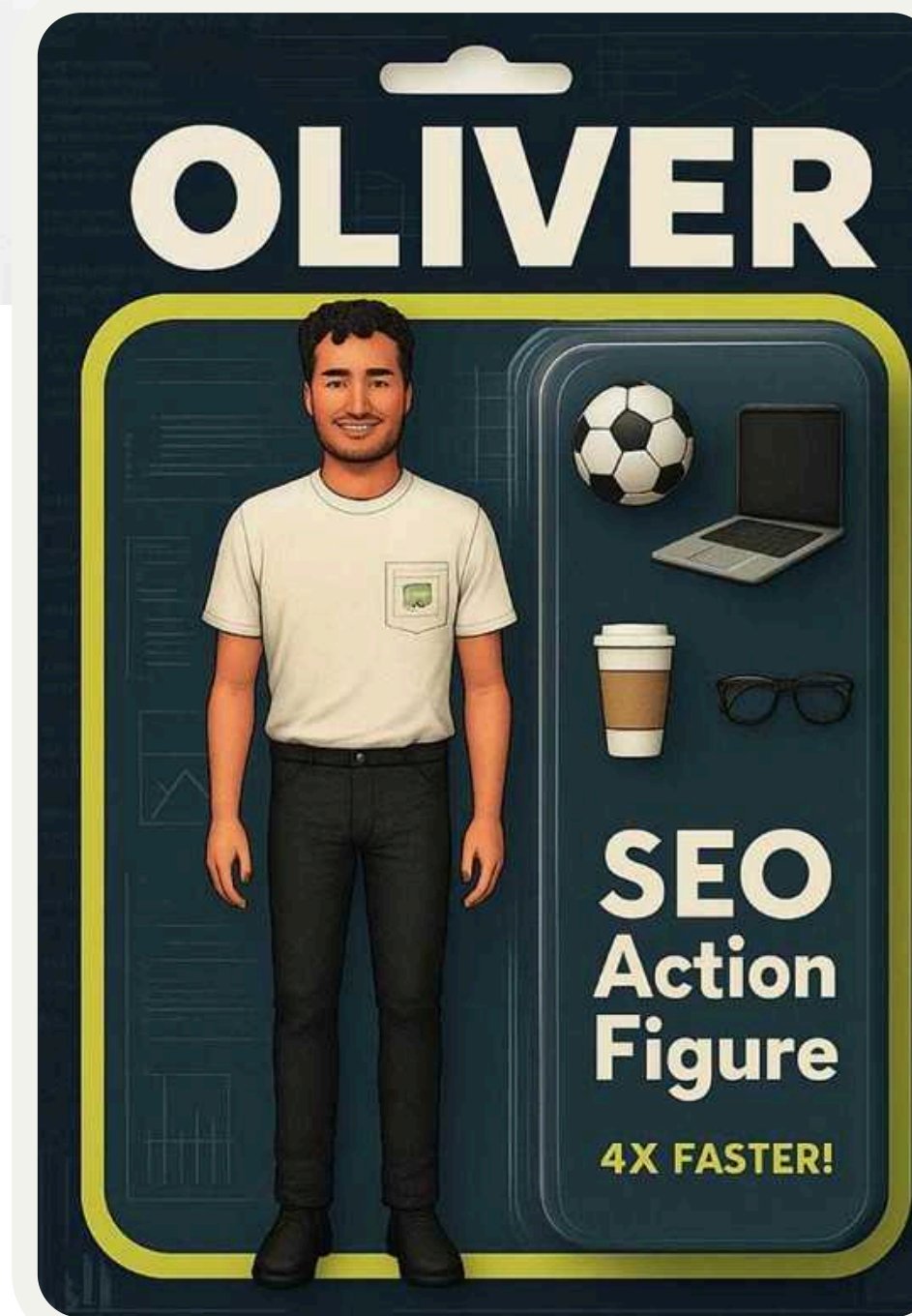
From industry mainstays to viral disruptors, these are the biggest brands dominating share of brand search.





Oliver Yee

Head of SEO | MediaVision



Jellycat has seen a significant lift in share of brand search over the past year gaining over 8% more of the market against some huge global brands.

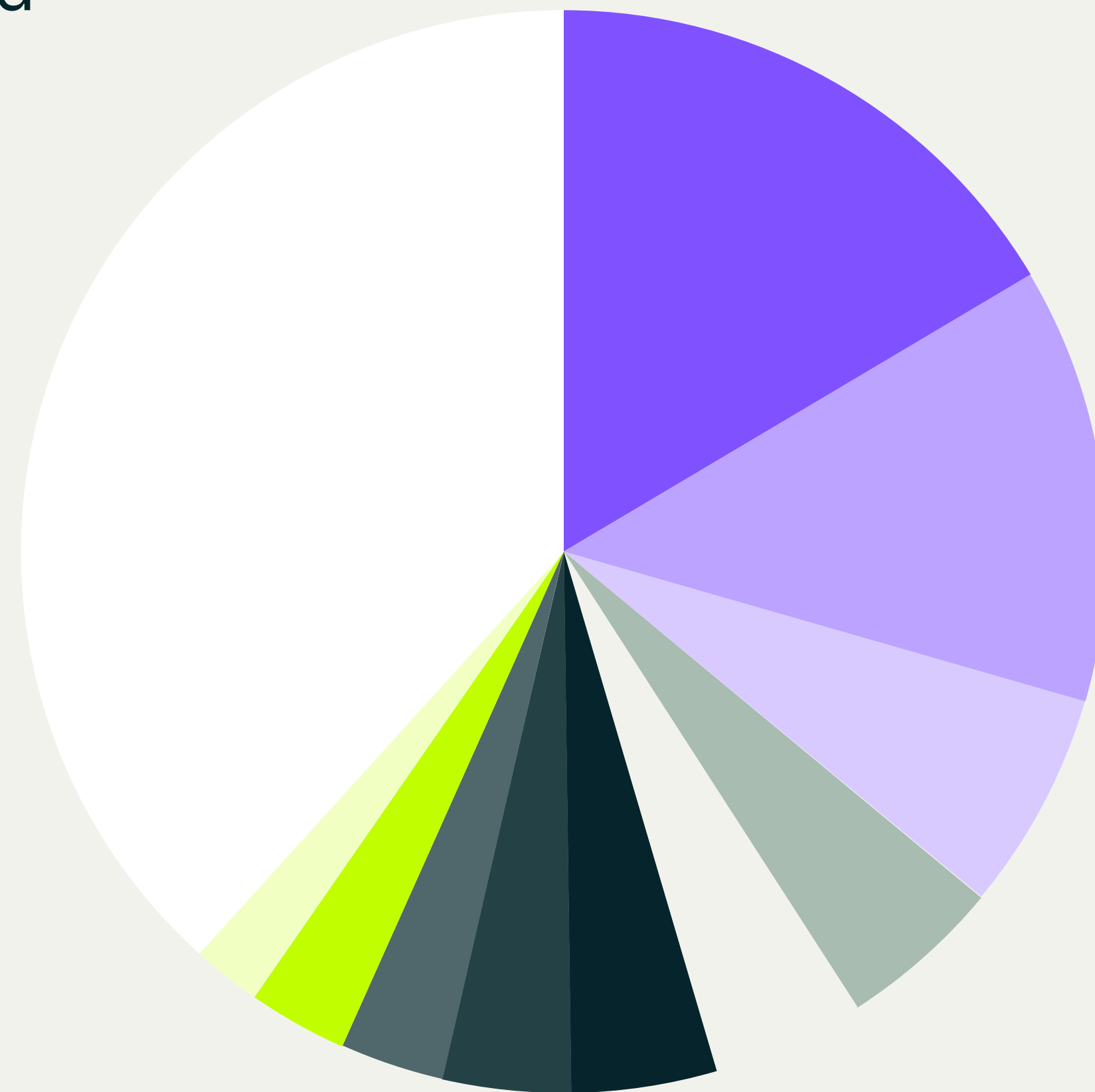
As a brand, Jellycat have positioned themselves perfectly within the market, leaning more and more into cultural moments with new releases becoming instant hits. A few things I have observed which might be why they continue to win within the toy market: The increased collectability of their products that land particularly well with Gen Z's and Millennials. The immersive experiences such as their fish and chip pop up store in Selfridges which are always a hit on social, and which might be one of the reasons why we have seen a bigger spike in brand share towards the tail end of August. And an increased move into product ranges like bag charms, especially with the emergence of Labubus.

Lego remains in a strong position and globally, they largely dominate the market with every release being a hit across age groups.

Looking at the trend over the last few weeks, it's also interesting to see Minecraft soften following the movie release several months ago. I had anticipated that to continue to grow but the change in demand hasn't impacted the player base with more than 220 million players on average globally.

As search evolves with AI, monitoring brand health and market share has never been more critical. Metis equips brands with the data they need to both activate in the moment and measure the long-term impact, ensuring they stay visible, relevant and competitive as the landscape shifts.

Share of Brand Search

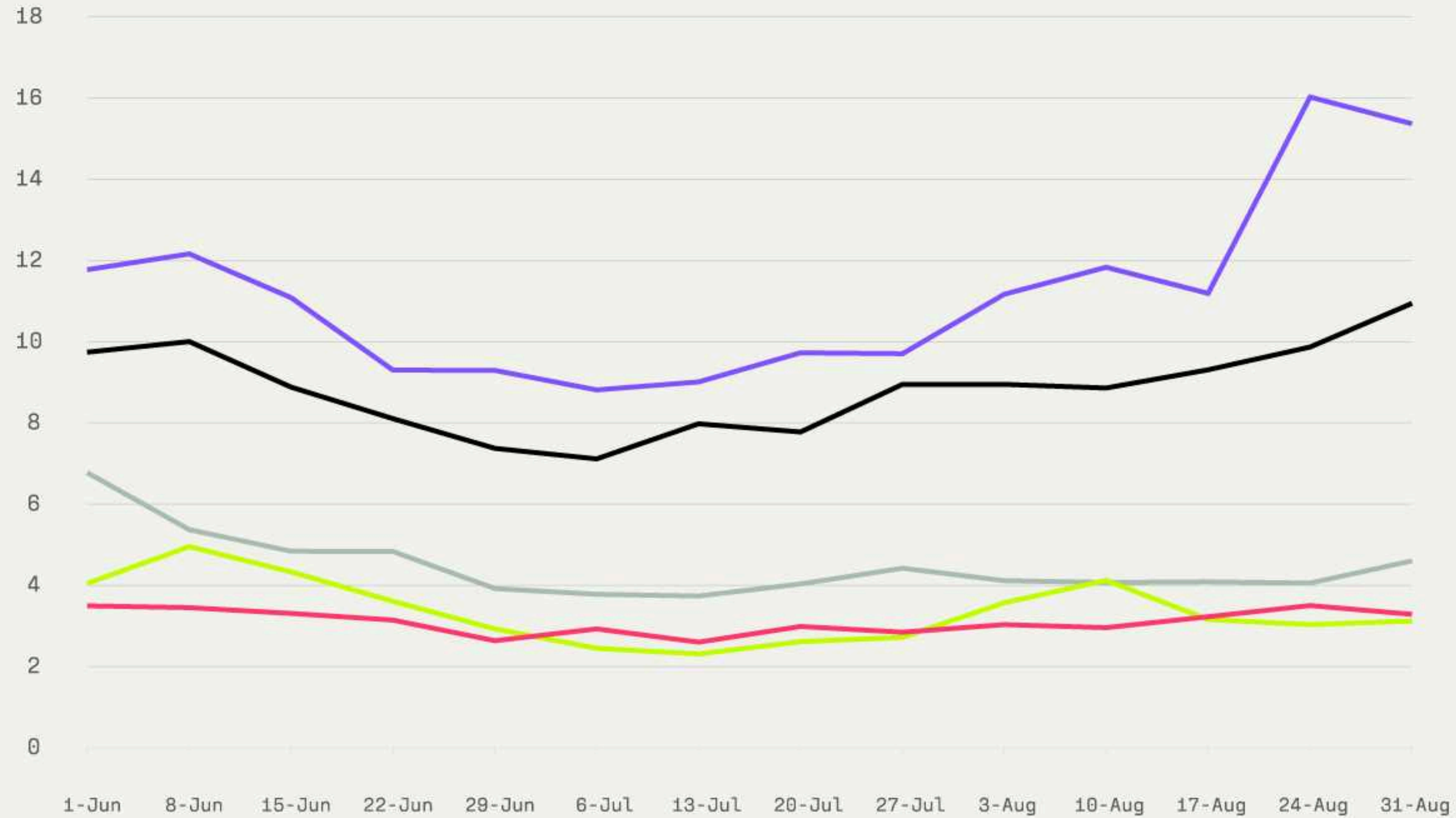


Toy Brands

	Jellycat	16.45%
	Lego	13.02%
	Minecraft	6.55%
	Fortnite	4.89%
	Disney	4.56%
	The Entertainer	4.33%
	Pokemon	3.81%
	Bluey	3.11%
	Squishmallows	2.95%
	Hello Kitty	2.07%
	Everyone else	38.29%

Share of Brand Search Over Time

(1 June - 31 August)



WHO GREW THE FASTEST

Some brands stayed steady, others surged ahead with serious momentum. These are the brands that grew the fastest in the past three months.





Annabelle Sacher

Head of Digital PR | MediaVision



Across the top 20 brands this year, it is clear authority building and cultural resonance are integral to growth.

Jellycat leads with +8.5% growth year-on-year, showing how plush toys have moved beyond children's bedrooms into lifestyle and collectable spaces. Their recent Fish and Chips pop-up at Selfridges was a perfect example of how playful stunts can drive cultural conversation, spike local search demand and generate newsworthy moments.

Although it hasn't grown as much as Jellycat, LEGO continues to dominate with 13% share, underpinned by consistent innovation and a powerful PR engine. From blockbuster movie tie-ins to adult collector ranges, the brand's ongoing collaborations fuel new product demand while ensuring a steady stream of press that reinforces its digital authority.

It's not all about flash and budget though. Smaller stars like MagnaTiles, Osmo, and Grimms are quietly building momentum by leaning into thought leadership and expert commentary that resonates with parents.

Together, the fastest-growing brands prove that brand search share doesn't just reflect consumer demand – it mirrors who is winning the visibility battle across media, search, and culture.

Share of Brand Search: Top 20 Fastest Growing

Brand	Share of Search %	Difference YoY
JELLYCAT	16.5%	8.45%
POKEMON CARDS	1.5%	0.81%
POKEMON	3.8%	0.56%
LEGO	13.0%	0.36%
POWER RANGERS	0.9%	0.21%
TAMAGOTCHI	0.8%	0.12%
MAGNATILES	0.4%	0.09%
MAGIC THE GATHERING	0.4%	0.08%
MARVEL	0.8%	0.07%
OSMO	0.2%	0.05%
FUNKO POP	1.6%	0.04%
DC COMICS	0.2%	0.04%
TEGU	0.1%	0.04%
MY LITTLE PONY	0.6%	0.03%
MATTEL	0.2%	0.02%
OUR GENERATION	0.1%	0.02%
FURBY	0.5%	0.01%
GRIMMS	0.2%	0.01%
SPIROGRAPH	0.2%	0.01%
BANDAI NAMCO	0.1%	0.01%

TRENDSPOTTING

What's made us double tap,
screenshot and add to bag
lately?





WHAT OUR CLIENTS SAY ABOUT US

“While of course providing the content & technical support you'd expect from a quality SEO agency, MediaVision's real strength has been in the way they've helped us grow our organic search traffic by leveraging their data and technology to identify & capture trending search opportunities faster than the competition.”

Andy Berks
Chief Customer Officer,
Monsoon Accessorize



“Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able provide a combination of great technical expertise as well as valuable market insight, and their quickfire, trend responsive approach to SEO sets them apart.”

Ashley Addison
Head of Media, River Island

RIVER ISLAND

“What attracted me to MediaVision over others in the market was their unique approach to data and how we could build an SEO strategy around it. By reacting to real-time weekly demand trends, we’re able to align the team with what our customers are searching for in near real time, allowing us to react faster than the market.”

Tom Mcewan
Head of Performance, Urban Outfitters

URBAN OUTFITTERS



Jacky Lovato

Head of Content | MediaVision



Soft toys are going to be huge this Christmas because of price point, a growing appetite for nostalgia and the sheer number of adults getting into collectables. Tell me you don't have at least one Jellycat at home...

We've seen it reflected in Soft Toys as a category, but also in product searches, with plush toys up 13% and blind bags up 85%.

Activity toys are also in demand, with searches for magnetic blocks and magnetic tiles underlining the rise of STEM-inspired and sensory play.

Classic, analogue toys are also resurging: colouring books, hula hoops and kites all saw strong uplifts, pointing to a desire for low-tech, affordable fun.

These trends sit within a wider retail picture where toys remain one of the top three Christmas spending categories for 2025, even as consumer behaviour grows more value-driven.

Between marketplaces, a rise in second-hand gifting and fierce competition for visibility as Christmas shopping heats up, the ability to identify micro-moments of opportunity is going to be crucial for brands looking to capture demand.

Toy Category Leaderboard



Category	Share of Search	% Demand Change YoY
ACTIVITY TOYS	29.5%	-4.74%
SUPERHERO/ACTION	21.1%	-2.25%
SOFT TOYS	17.4%	8.27%
BUILDING BLOCKS	14.6%	0.31%
COLLECTIBLE TOYS	10.1%	0.24%
BOARD GAMES	4.1%	-1.41%
EDUCATIONAL/DEVELOPMENTAL TOYS	1.6%	-0.08%
DIE CAST/SCALE MODELS	1.0%	-0.26%
BABY TOYS	0.4%	-0.08%
WOODEN TOYS	0.3%	-0.01%



Non-brand search trends:

Top 50

Query	% Change YoY	Search Demand Difference		
MAGNIFYING GLASSES	28%	45,806	MYSTERY BOXES	7%10,370
KEYBOARDS	8%	44,076	MICROSCOPES	12%9,926
GUITARS	8%	43,708	NUMBER GAMES	15%9,638
COLORING BOOKS	30%	42,800	WALKIE TALKIES	5%9,160
KEYCHAINS	43%	30,338	FIDGET TOYS	8%8,561
KITES	21%	29,900	PAPER DOLLS	23%8,036
MAGNETIC TILES	58%	27,921	CHESS SETS	11%7,966
HULA HOOPS	25%	27,774	FLASH CARDS	8%7,288
WATER GUNS	27%	27,736	WATER WHEELS	43%6,298
CARD GAMES	7%	27,420	DOLL HOUSES	22%6,128
TELESCOPES	14%	27,230	MARKERS	21%5,748
CHECKERS	13%	21,474	MEMORY GAMES	13%5,342
MAGNETIC BLOCKS	110%	19,626	BUBBLES	2%5,099
SCHOOL SUPPLIES	42%	17,682	SQUISHY TOYS	13%4,888
SPACE MARINES	14%	17,312	PLUSH TOYS	13%4,524
DRUMS	13%	16,478	RUBBER DUCKS	3%4,434
SCOOTERS	3%	15,848	ROBOT TOYS	10%3,984
BLIND BAGS	85%	14,842	DRAWING TABLETS	39%3,942
BABY DOLLS	7%	13,598	BUILDING BLOCKS	7%3,592
BINOCULARS	5%	12,184	GAMING CONSOLES	10%3,584
TRADING CARDS	31%	11,942	ART SUPPLIES	3%3,456
BICYCLES	4%	11,912	PLAYGROUND EQUIPMENT	15%3,048
BALLS	4%	10,928	JIGSAW PUZZLES	1%2,888
COSTUMES	7%	10,868	FAMILY BOARD GAMES	23%2,743
RECORDERS	12%	10,768	COLORED PENCILS	8%2,696



Non-brand
search
decline:

Bottom 50

Query	% Change YoY	Search Demand Difference			
SLIME	-0.2%	-67,104	CRAYONS	-0.1%	-3,606
MATH GAMES	-0.1%	-49,762	GLOW STICKS	-0.1%	-3,120
TRAMPOLINES	0.0%	-27,864	POMPOMS	-0.1%	-2,490
JACK IN THE BOX	-0.2%	-27,120	BUS TOYS	-0.2%	-2,402
SKATEBOARDS	0.0%	-15,602	FINGER PUPPETS	-0.1%	-2,296
TEDDY BEARS	0.0%	-15,512	REMOTE CONTROL CARS	-0.1%	-1,940
FIDGET SPINNERS	-0.2%	-13,173	STRATEGY GAMES	-0.1%	-1,872
BOARD GAMES	0.0%	-12,570	PLAY MATS	0.0%	-1,424
SCISSORS	-0.1%	-12,072	RATTLES	0.0%	-1,224
TEA SETS	-0.1%	-10,164	PAINT SETS	-0.1%	-972
KINETIC SAND	0.0%	-8,392	MODELING CLAY	0.0%	-968
STRESS BALLS	-0.1%	-8,210	ENAMEL PINS	-0.1%	-912
GARDENING TOOLS	0.0%	-7,536	YOYOS	-0.1%	-856
STUFFED ANIMALS	-0.2%	-6,390	SHIP MODELS	-0.2%	-841
WATER TABLES	-0.1%	-6,254	MODEL RAILWAYS	-0.1%	-734
SWING SETS	-0.1%	-5,892	PUTTY	0.0%	-646
MARBLES	0.0%	-5,588	CRAFT KITS	0.0%	-604
MARACAS	-0.1%	-5,576	WRISTBANDS	0.0%	-542
PUPPETS	0.0%	-4,818	TRIVIA GAMES	0.0%	-316
ACTION FIGURES	-0.1%	-4,428	TOY BOATS	-0.5%	-233
STICKERS	0.0%	-4,396	TOY TRAINS	0.0%	-196
PARTY GAMES	-0.1%	-4,248	TALKING BOOKS	0.0%	-157
BRAIN TEASERS	-0.2%	-4,055	INFINITY CUBE	-0.1%	-124
TOOL SETS	-0.1%	-3,744	CLOUD SLIME	0.0%	-99
WOODEN TOYS	0.0%	-3,672	TOY TRUCKS	0.0%	-17

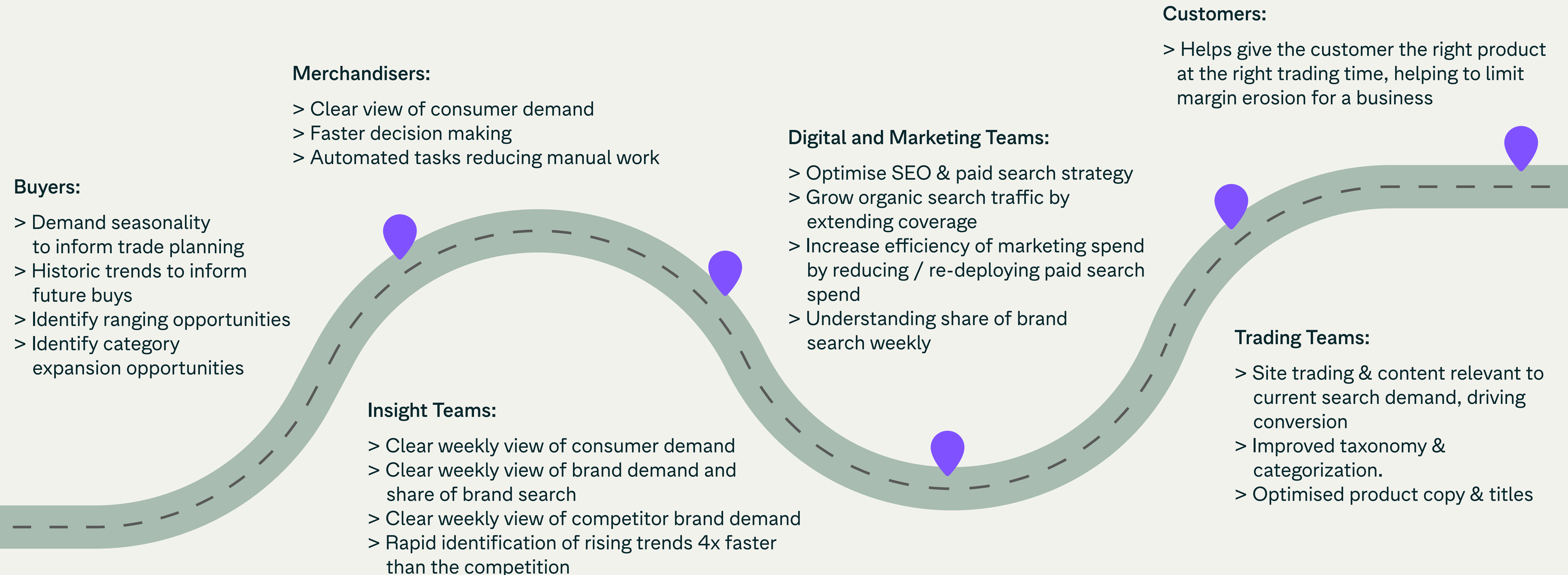
LEADERBOARDS



We're not just creating SEO impact for our clients



We help clients embed Metis data across all teams to maximise growth and profitability.



Share of Brand Search:

Top 130

Brand	Share of Search %	Difference YoY
JELLYCAT	16.45%	8.45%
LEGO	13.02%	0.36%
MINECRAFT	6.55%	-1.02%
FORTNITE	4.89%	-1.43%
DISNEY	4.56%	-0.51%
THE ENTERTAINER	4.33%	-0.73%
POKEMON	3.81%	0.56%
BLUEY	3.11%	-0.56%
SQUISHMALLOWS	2.95%	-0.02%
HELLO KITTY	2.07%	-0.33%
PAW PATROL	1.87%	-0.1%
COCOMELON	1.66%	-1.02%
STAR WARS	1.62%	-0.08%
FUNKO POP	1.59%	0.04%
POKEMON CARDS	1.54%	0.81%
BARBIE	1.47%	-0.49%
MONOPOLY	1.35%	-0.39%
MONSTER HIGH	1.25%	-0.17%
DISNEY PRINCESS	1.16%	-0.14%
ENCANTO	0.91%	-0.37%
FROZEN	0.88%	-0.07%
POWER RANGERS	0.87%	0.21%
MARVEL	0.84%	0.07%
SONIC THE HEDGEHOG	0.82%	-0.1%
HOT WHEELS	0.81%	-0.01%
TAMAGOTCHI	0.78%	0.12%

Brand	Share of Search %	Difference YoY
TEENAGE MUTANT NINJA TURTLES	0.76%	-0.28
CARDS AGAINST HUMANITY	0.68%	-0.26
PANINI	0.65%	-0.2
MY LITTLE PONY	0.61%	0.03
PLAYMOBIL	0.57%	-0.08
FURBY	0.53%	0.01
SCALEXTRIC	0.52%	-0.03
CORGI	0.50%	-0.07
TY	0.49%	-0.02
FUNKO	0.46%	0
SUPER MARIO	0.46%	-0.04
AIRFIX	0.43%	-0.05
NICKELODEON	0.41%	-0.07
TOPPS	0.41%	-0.01
MAGIC THE GATHERING	0.40%	0.08
YUGIOH	0.39%	-0.13
MAGNATILES	0.39%	0.09
DRAGON BALL	0.38%	-0.16
RISK	0.36%	0
EARLY LEARNING CENTRE	0.35%	-0.02
SPRINGBOK	0.33%	-0.02
DOUGLAS	0.33%	-0.15
RAZOR	0.33%	-0.03
BRITAINS	0.32%	-0.18
EXPLODING KITTENS	0.30%	-0.58
PLAYDOH	0.28%	-0.02

Brand	Share of Search %	Difference YoY
MIRACULOUS	0.25%	0
LEAPFROG	0.24%	-0.03
TRIVIAL PURSUIT	0.22%	-0.04
GRIMMS	0.22%	0.01
CLUEDO	0.21%	-0.06
LITTLE TIKES	0.21%	-0.05
MATTEL	0.20%	0.02
MEGA BLOKS	0.19%	-0.04
HATCHIMALS	0.19%	0
NERF	0.18%	-0.07
AZUL	0.17%	-0.01
DC COMICS	0.17%	0.04
KNEX	0.16%	-0.04
ART ATTACK	0.16%	-0.05
FISHER PRICE	0.16%	-0.01
ETCH A SKETCH	0.16%	-0.17
RAINBOW HIGH	0.16%	-0.09
OSMO	0.16%	0.05
MECCANO	0.16%	-0.02
VTECH	0.15%	-0.02
POGO	0.15%	-0.02
SPIROGRAPH	0.15%	0.01
TICKET TO RIDE	0.15%	-0.01
HASBRO	0.15%	-0.04
EVER AFTER HIGH	0.14%	-0.02
OUR GENERATION	0.13%	0.02

Brand	Share of Search %	Difference YoY
FRISBEE	0.13%	0
SASSY	0.12%	-0.06
BABY EINSTEIN	0.12%	0
LOVEVERY	0.11%	-0.01
TOYMASTER	0.11%	-0.01
TEGU	0.11%	0.04
BANDAI NAMCO	0.11%	0.01
ORCHARD TOYS	0.10%	-0.02
NUBY	0.10%	0.01
CRAYOLA	0.10%	-0.02
NATIONAL GEOGRAPHIC KIDS	0.10%	-0.02
SPLENDOR	0.09%	0.01
PANDEMIC	0.09%	-0.05
FABER CASTELL	0.09%	0
MATCHBOX	0.09%	-0.01
LOL SURPRISE	0.08%	-0.04
MELISSA & DOUG	0.07%	-0.01
STEIFF	0.06%	0
BOWMAN	0.06%	-0.03
RAVENSBURGER	0.06%	0
SUPER SOAKER	0.06%	0
AMERICAN GIRL	0.05%	0
7 WONDERS	0.05%	0
LEARNING RESOURCES	0.04%	0
CHICCO	0.04%	-0.02
LE TOY VAN	0.04%	0

Brand	Share of Search %	Difference YoY
SLIP N SLIDE	0.04%	0
BRUDER	0.03%	0
SETTLERS OF CATAN	0.03%	0
CHAD VALLEY	0.03%	0
INFANTINO	0.03%	0
NICI	0.03%	-0.01
KIWICO	0.03%	-0.01
UPPER DECK	0.03%	0
THOMAS & FRIENDS	0.02%	0
SPIN MASTER	0.02%	0
LAMAZE	0.02%	-0.01
BBURAGO	0.02%	0
HAPE	0.02%	0
BRIGHT STARTS	0.02%	0
SPHERO	0.02%	0
RADIO FLYER	0.02%	0
SKIP HOP	0.02%	0
MAISTO	0.02%	0
SIKU	0.01%	0
HUMBROL	0.01%	0
STEP2	0.01%	0
CHARACTER OPTIONS	0.01%	0
KLUTZ	0.01%	0
MERRYTHOUGHT	0.01%	0
MEGA CONSTRUX	0.01%	0
JAKKS PACIFIC	0.01%	0

Non-brand trend Leaderboard: Top 140

Brand	% Change YoY	Difference YoY
MAGNIFYING GLASSES	28%	45,806
KEYBOARDS	8%	44,076
GUITARS	8%	43,708
COLORING BOOKS	30%	42,800
KEYCHAINS	43%	30,338
KITES	21%	29,900
MAGNETIC TILES	58%	27,921
HULA HOOPS	25%	27,774
WATER GUNS	27%	27,736
CARD GAMES	7%	27,420
TELESCOPES	14%	27,230
CHECKERS	13%	21,474
MAGNETIC BLOCKS	110%	19,626
SCHOOL SUPPLIES	42%	17,682
SPACE MARINES	14%	17,312
DRUMS	13%	16,478
SCOOTERS	3%	15,848
BLIND BAGS	85%	14,842
BABY DOLLS	7%	13,598
BINOCULARS	5%	12,184
TRADING CARDS	31%	11,942
BICYCLES	4%	11,912
BALLS	4%	10,928
COSTUMES	7%	10,868
RECORDERS	12%	10,768
MYSTERY BOXES	7%	10,370
MICROSCOPES	12%	9,926
NUMBER GAMES	15%	9,638

Category A			Category B				
Brand	% Change YoY	Search Demand Difference YoY	Brand	% Change YoY	Search Demand Difference YoY		
Category A - Toys	WALKIE TALKIES	5%	9,160	Category B - Toys	STACKING RINGS	4%	1,914
	FIDGET TOYS	8%	8,561		TOWER BLOCKS	16%	1,806
	PAPER DOLLS	23%	8,036		PUZZLE GAMES	4%	1,608
	CHESS SETS	11%	7,966		ARMY SOLDIERS	17%	1,360
	FLASH CARDS	8%	7,288		3D PUZZLES	12%	1,346
Category A - Games	WATER WHEELS	43%	6,298	Category B - Games	DOLL ACCESSORIES	7%	1,326
	DOLL HOUSES	22%	6,128		READING BOOKS	3%	1,220
	MARKERS	21%	5,748		PAINTBRUSHES	24%	1,214
	MEMORY GAMES	13%	5,342		SWIMMING AIDS	42%	1,176
	BUBBLES	2%	5,099		BATH TOYS	1%	1,064
Category A - Educational	SQUISHY TOYS	13%	4,888	Category B - Educational	DOMINOES	3%	1,020
	PLUSH TOYS	13%	4,524		PHONICS GAMES	5%	986
	RUBBER DUCKS	3%	4,434		ESCAPE ROOM GAMES	6%	875
	ROBOT TOYS	10%	3,984		NUMBER PUZZLES	29%	850
	DRAWING TABLETS	39%	3,942		TABLETS FOR KIDS	2%	840
Category A - Arts & Crafts	BUILDING BLOCKS	7%	3,592	Category B - Arts & Crafts	HAND PUPPETS	5%	818
	GAMING CONSOLES	10%	3,584		TISSUE PAPER	4%	716
	ART SUPPLIES	3%	3,456		CIRCUIT BOARDS	5%	712
	PLAYGROUND EQUIPMENT	15%	3,048		SPORTS EQUIPMENT	3%	696
	JIGSAW PUZZLES	1%	2,888		WORRY DOLLS	22%	655
Category A - Miscellaneous	FAMILY BOARD GAMES	23%	2,743	Category B - Miscellaneous	LOGIC PUZZLES	2%	652
	COLORED PENCILS	8%	2,696		BATH BOOKS	9%	638
	DOLL CLOTHES	10%	2,514		AIRCRAFT MODELS	18%	524
	BEAUTY SETS	17%	2,484		VINTAGE TOYS	7%	484
	MINI FIGURES	16%	2,342		RAG DOLLS	12%	462
Category A - Special	TOY CARS	2%	2,222	Category B - Special	LIGHT UP TOYS	10%	204
	WEATHER STATIONS	5%	2,196		SCIENCE KITS	30%	184
	WORD GAMES	1%	1,924		WOODEN BLOCKS	0%	140

Brand	% Change YoY	Search Demand Difference YoY	Brand	% Change YoY	Search Demand Difference YoY
TRAIN SETS	1%	120	WOODEN TOYS	-4%	-3,672
TRAVEL GAMES	0%	0	TOOL SETS	-8%	-3,744
WORKBOOKS	0%	0	BRAIN TEASERS	-23%	-4,055
TOY TRUCKS	0%	-17	PARTY GAMES	-10%	-4,248
CLOUD SLIME	-2%	-99	STICKERS	-1%	-4,396
INFINITY CUBE	-10%	-124	ACTION FIGURES	-6%	-4,428
TALKING BOOKS	-3%	-157	PUPPETS	-5%	-4,818
TOY TRAINS	-3%	-196	MARACAS	-8%	-5,576
TOY BOATS	-54%	-233	MARBLES	-2%	-5,588
TRIVIA GAMES	-3%	-316	SWING SETS	-9%	-5,892
WRISTBANDS	-3%	-542	WATER TABLES	-7%	-6,254
CRAFT KITS	-2%	-604	STUFFED ANIMALS	-18%	-6,390
PUTTY	-1%	-646	GARDENING TOOLS	-4%	-7,536
MODEL RAILWAYS	-13%	-734	STRESS BALLS	-11%	-8,210
SHIP MODELS	-22%	-841	KINETIC SAND	-4%	-8,392
YOYOS	-9%	-856	TEA SETS	-10%	-10,164
ENAMEL PINS	-10%	-912	SCISSORS	-5%	-12,072
MODELING CLAY	-4%	-968	BOARD GAMES	-2%	-12,570
PAINT SETS	-6%	-972	FIDGET SPINNERS	-16%	-13,173
RATTLES	-4%	-1,224	TEDDY BEARS	-4%	-15,512
PLAY MATS	-4%	-1,424	SKATEBOARDS	-5%	-15,602
STRATEGY GAMES	-5%	-1,872	JACK IN THE BOX	-17%	-27,120
REMOTE CONTROL CARS	-6%	-1,940	TRAMPOLINES	-4%	-27,864
FINGER PUPPETS	-14%	-2,296	MATH GAMES	-8%	-49,762
BUS TOYS	-16%	-2,402	SLIME	-16%	-67,104
POMPOMS	-12%	-2,490			
GLOW STICKS	-8%	-3,120			
CRAYONS	-6%	-3,606			



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