

All Aboard!

Moms Express Healthy Appetite for Ride-Ons

by Nancy Zwiers

Ride-on toys have long been the vehicle of choice amongst the preschool set. Current category offerings range from traditional trikes to high-end motorized cars and scooters. But what are moms really looking for? A recent study conducted by kids' marketing firm Funosophy, Inc., asked 200 moms of boys and girls ages 3-5 to share their purchase interest in various types of ride-on vehicles.

MOMS OF BOYS & GIRLS AGES 3-5

HOW LIKELY WOULD YOU BE TO PURCHASE A RIDE-ON TOY THAT...

	LIKELY	NOT SURE	NOT LIKELY
COSTS LESS THAN \$50	81%	8%	12%
COSTS \$50-\$100	53%	14%	33%
COSTS \$100-\$200	25%	19%	56%

Price Points

Not surprisingly, the lower the price point, the higher moms' purchase interest. In fact, when asked about their likelihood of purchasing ride-on toys at various price ranges, more than 80 percent of moms were likely to purchase a ride-on costing less than \$50. Perhaps more surprising is moms' receptivity to higher price points in the category. More than 50 percent of moms surveyed indicated that they were likely to purchase a ride-on costing between \$50 and \$100 and 25 percent expressed purchase interest in those costing between \$100 and \$200.

Power Play

Today's ride-ons run on a variety of power sources. From motorized scooters and battery-powered tractors to scooch-along (foot-to-floor) cars and pedaled trikes, there are all sorts of ways to get kids from point A to point B. When asked about the likelihood of purchasing ride-on toys with different kinds of power sources, more moms preferred traditional pedal-powered vehicles for their 3-5 year olds.

MOMS OF BOYS & GIRLS AGES 3-5

HOW LIKELY WOULD YOU BE TO PURCHASE A RIDE-ON TOY THAT IS POWERED BY THE FOLLOWING SOURCES...

	LIKELY	NOT SURE	NOT LIKELY
PEDALS	66%	1%	34%
MOTORIZED	51%	4%	46%
FOOT-TO-FLOOR	42%	5%	53%

Plush Preferences

Perhaps most appropriate for the specialty market, there is an interesting opportunity for manufacturers to explore new materials within the ride-on category, including plush. Plush is especially appealing to moms of girls, who are as interested in plush ride-ons as they are in the plastic versions. In fact, when asked about the likelihood of purchasing ride-ons made of specific materials, more than 40 percent of moms of girls said they were likely to purchase a plush ride-on toy.

In Summary

In addition to a healthy market for reasonably priced ride-on toys, moms are expressing receptivity to higher-priced vehicles. The right product, coupled with a compelling campaign, could push price points upwards of \$200 and beyond. ■

Nancy Zwiers is CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 200 moms of boys and girls ages 3-5 years old.