

Construction Toys Show Growth Potential

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While Lego may be the clear front runner in construction toys among boys ages 6-11, others are gaining. A recent Toy Tracker survey by Funosophy took a look at eight brands/sub-brands in the construction toy category. In this survey, among a nationwide sample of 300 boys ages 6-11, Lego was clearly the acknowledged leader, with much higher awareness and ownership levels than the category average.

	Percent Awareness (Aided)	Percent Ownership
Lego Bionicles	93%	61%
Any Other Lego	97%	81%
Category Average	78%	34%

Among four key sub-brands, Lego had the highest ownership levels, but had a lower percentage of heavy users - those owners who said they play with the brand frequently (36 percent). At the same time, K'nex OC Chopper showed the highest percentage of heavy users, with nearly two-thirds saying they play with the brand frequently.

	Total percent who own	Percent who own AND play with brand frequently	Percent heavy users (Ratio of frequent players to total owners)
Lego Bionicles	61%	22%	36%
Magnetix	36%	18%	50%
Megablok Dragons	15%	8%	53%
K'nex OC Chopper	8%	5%	63%

Further, it appears that K'nex OC Chopper and Magnetix show the most near-term potential for growth, with almost two-thirds of aware non-owners saying they want the product.

	Percent aware non-owners who want product
Lego Bionicles	47%
Magnetix	63%
Megablok Dragons	37%
K'nex OC Chopper	62%

More on Construction Toys can be found in the cover story of the May 2005 issue of *Playthings* magazine.