

Preschoolers Passionate for Top Properties

Moms Detail Purchase Interest in Various Licensed Categories

by Nancy Zwiers

Licenses are a powerful purchase driver for parents of preschoolers. In fact, the right license works on almost any type of product. Although higher-priced, larger-ticket licensed items may cause mom to pause, for the most part licenses add just the right bit of magic to everything from toothpaste to snack carrots.

In a recent Toy Tracker study conducted by Funosophy, Inc., a marketing consulting firm in the toy industry, 200 moms across the country shared their past purchase behavior and future purchase interest in a variety of licensed preschool categories, including bedding, books, food, furniture, hygiene, accessories, outdoor play equipment, toys costing less than \$30, and toys costing more than \$30.

Licensed Preschool Products: A Purchase Snapshot

Moms are buying all kinds of licensed products. More than 90 percent of moms surveyed reported having purchased licensed hygiene accessories, such as toothbrushes or shampoo; foods, such as crackers and cookies; toys costing less than \$30; and licensed preschool books in the past. More than two-thirds of moms have purchased licensed bedding and toys costing more than \$30 and half of moms have purchased big-ticket licensed items such as kids' furniture and outdoor play equipment.

"I'VE PURCHASED A LICENSED VERSION OF THIS BEFORE."

TOTAL MOMS OF BOYS AND GIRLS AGES 3-5

CATEGORY	
HYGIENE	96%
TOYS COSTING LESS THAN \$30	94%
FOOD	94%
BOOKS	92%
BEDDING	77%
TOYS COSTING MORE THAN \$30	68%
OUTDOOR PLAY	50%
FURNITURE	46%

"I'VE NEVER PURCHASED A LICENSED VERSION OF THIS AND I NEVER WILL."

TOTAL MOMS OF BOYS AND GIRLS AGES 3-5

CATEGORY	
FURNITURE	39%
OUTDOOR PLAY	32%
TOYS COSTING MORE THAN \$30	23%
BEDDING	16%
TOYS COSTING LESS THAN \$30	5%
FOOD	5%
BOOKS	5%
HYGIENE	3%

The Higher the Price, the Lower the Volume

As may be expected, items in traditionally lower-priced categories, such as food, seem to lend themselves to licenses better than big-ticket items, such as furniture. Nearly 40 percent of moms said they would never purchase kids' furniture featuring a licensed character and another 32 percent said the same of outdoor play equipment. Judging by survey results, \$30 may be the magic price. Items priced less than \$30, such as bedding, toys, food, and books, ranked much higher in terms of future purchase intent than the pricier pieces did.

"I'VE PURCHASED A LICENSED VERSION OF THIS BEFORE."

MOMS OF BOYS AGES 3-5 VS. MOMS OF GIRLS AGES 3-5

CATEGORY	BOYS	GIRLS
HYGIENE	96%	94%
FOOD	94%	93%
TOYS COSTING LESS THAN \$30	93%	94%
BOOKS	91%	92%
BEDDING	73%	81%
TOYS COSTING MORE THAN \$30	64%	71%
OUTDOOR PLAY	43%	56%
FURNITURE	39%	53%

Big Ticket Pieces Better for Girls?

Moms of girls are slightly more likely to purchase big-ticket licensed items than moms of boys are. This is not surprising, since many boys' properties are theatrically based (and hence have a shorter life span), while girls' properties more often tend to be longer lasting. Accordingly, nearly 14 percent more moms of girls have purchased licensed furniture than moms of boys, and 13 percent more have purchased licensed outdoor play equipment.

In Summary

In most categories, licenses are just the thing to capture mom's attention and secure the sale. From bottled water to bedtime stories, moms know their kids will respond favorably to a licensed product. Although big-ticket items may move a little slower than their lower-priced counterparts, there's money to be made in licensed goods. ■

Nancy Zwiers is CEO of Funosophy, Inc., a toy industry brand-building consulting and research firm. This survey was conducted by Funosophy and its research partner, KidzEyes, utilizing a nationally representative sample of 200 moms of boys and girls ages 3-5 years old. For details, or to conduct your own Toy Tracker survey, email info@funosophy.com or call (562) 436-5251.