



products

toys showcase

Playing Around in 2016

Toys and games hitting shelves in the New Year

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The *Force* is definitely with play this year.

Whether it's a miniature BB-8 droid that responds to voice commands and plays with holograms to figures and playsets inspired by the blockbuster film, *Star Wars* has ignited sales across multiple toy categories this year.

Characters are important, but kids love space and everything around it, which explains their

fascination with all things science, tech, engineering, art and mathematical. STEM-based play has infused everything from building sets, game boards, arts and crafts, figures and more.

It's the year of entertainment and of spatial, creative play—whether it's building a rocket ship, 3D action playsets, pretending or experimenting with different elements in nature.

STEM/ STEAM

Science, Technology, Engineering, and Mathematics (STEM) have infused toys and games with everything from space-themed building sets, three-dimensional structures, circuitry and other experimental play, while STEAM has added an "Art" component to multiple play categories, letting kids customize their playthings.

Science-Art Fusion Space kit lets kids construct space rockets, the solar system and more.

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