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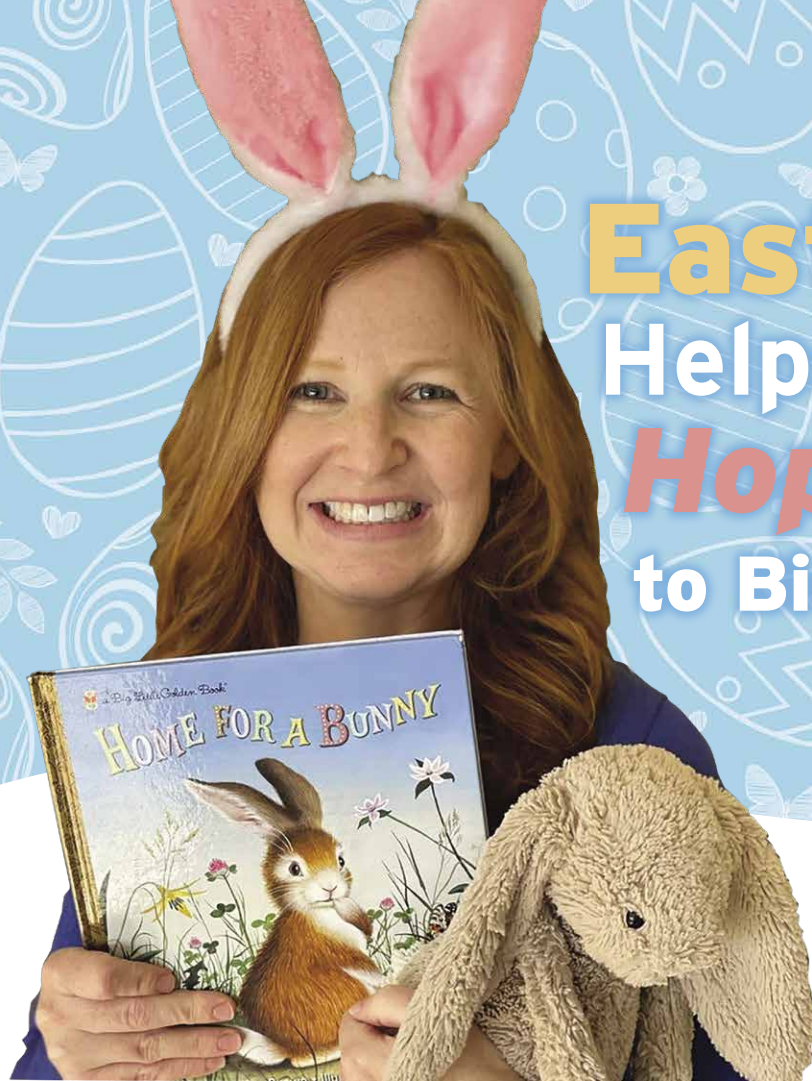


Last Year's
Holiday Store Front
Contest Winner:
**AWESOME
TOYS & GIFTS**
Stamford,
Connecticut

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Easter Bunny Helps Stores *Hop Their Way* to Big Seasonal Sales

By Lisa Orman, KidStuff PR

Did you know that Easter has eclipsed Halloween in some independent toy stores as the No. 2 selling season after Christmas? Or a close third – or tied – with Halloween, the longtime silver medalist in retail sales for specialty stores.

Considering the Easter selling season is between two to four weeks long depending on the store and location, that's pretty amazing. Here are top categories or types of toys independent stores say are strong sellers for Easter, which is early in 2024 on March 31:

- Plush
- Bubbles
- Fidget toys
- Small or travel-size games
- Small books
- Small wooden figures
- Small construction sets



These are all non-candy gifts. Stores I spoke with said they curate a large collection of products and market them in Easter baskets and on other signage to help tell the story, with large displays in the front of the store. *They also share their Easter finds on social media, their websites and on flyers stuffed in bags.*

Store owners and buyers said they are scouting for Easter 2024 products at the fall toy and gift shows and Toy Fair to place orders for Easter goods. They plan to build out their displays beginning after Valentine's Day to extend their Easter selling season as long as possible.

A benefit of this approach to selling Easter basket toys is the products themselves are not Easter themed,

so the retailers don't have to

clearance out a bunch of bunnies and chicks. They can continue to sell leftover merchandise, displayed differently, after Easter.

