

Games & Toys

This is one of the smaller categories accounting for just over one per cent share of online purchases. After Christmas, the first six months typically experience subdued growth for games and toys purchases. However, QLD and NSW showed impressive growth, up 5.3% and 2.6% respectively.

QLD
5.3%
more online purchases

NSW
2.6%
more online purchases

Personalised gifting with Tinyme

Tinyme has been designing, making and selling cute, customised toys for kids since 2006. Co-founder Mike Wilson shares his tips for gifting this year...



Whats hot?

1. Classic, wooden name puzzles
2. Designer, personalised kids storybooks
3. Custom-made, personalised diaries and calendars
4. Co-ordinated, personalised bag sets

Top tip for Christmas

Combining different items – like a backpack, lunch bag, drink bottle and wooden puzzle – all using the same design, colour and choice, is a very different and memorable way to surprise your kids at Christmas.

Did you know?

Personalised gift giving has grown by 11.8% in the first six months alone. It's definitely a trend on the rise.

Top buying locations

Toowoomba QLD 4350

Point Cook VIC 3030

Bundaberg QLD 4670

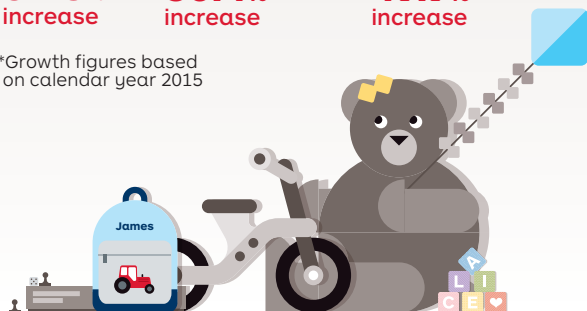
QLD growth

Queensland growth leads the way nationally with a number of areas contributing to this exceptional growth.

Interestingly, a number of these areas also have a higher proportion of their population aged 65+ (on average 3% above national average).

Gympie 4570 52.8%* increase	Victoria Point 4165 50.4%* increase	Aspley 4034 49.9%* increase
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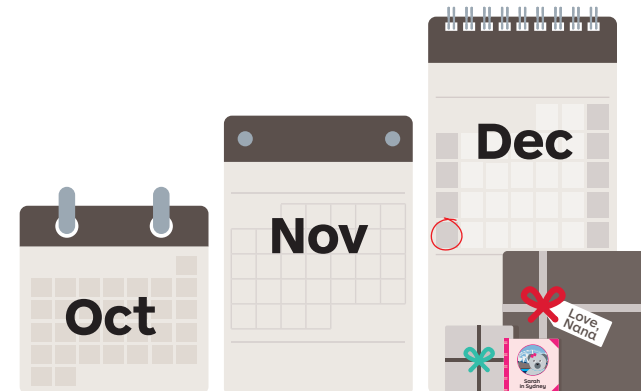
*Growth figures based on calendar year 2015



Gearing up for Christmas

In the lead up to Christmas, the Games & Toys category ramps up. In fact, 38% of all online purchases occur in the October, November and December months.

38%
of annual online purchases occur over 3 months



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