

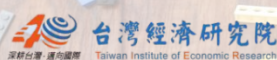
JUNE, 2017

CHILD TOYS U&A STUDY IN FRANCE

Prepare for



Conducted by



Objectives

Business Objectives

- To support Taiwanese enterprises to expand their business in French market

Research Objectives

- To understand French consumers' usage & attitude towards children toy
- To identify the potential business opportunity in France
- To gain French consumers' perception towards Taiwanese products



Research Methodology

Research Methodology : Online Survey

Area: Region of France, covering 13 metropolitan regions and 5 overseas regions

Sampling method: Quota Sampling

Respondent Criteria:

- 26 – 65 years old, male & female
- Have a least 1 kid aged between 7 – 13 years old
- Bought children toy products in P1Y
- Decision maker of children toy products

Sample Size & Quota: n= 300, under 95% confidence level, the margin of error is +/- 5.7%

Complete Sample	Male	Female	26 – 35 years old	36 – 45 years old	46 – 55 years old	56 – 65 years old	North	Central	East	West	South & Overseas
n=300	150	150	80	154	53	13	40	88	64	89	19
100%	50%	50%	27%	51%	18%	4%	13%	29%	21%	30%	6%

Interview Length & Fieldwork Period:

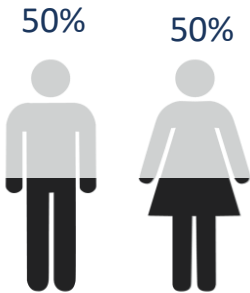
- Averagely 16 mins per interview
- Interview Period: 9 – 16 May, 2017

Data Collection: Field is done by Ipsos contracted online panel provider under Ipsos' supervision

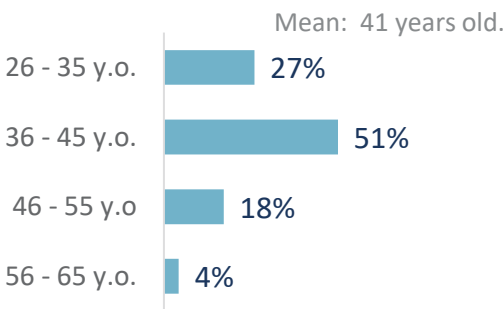
Respondent Profile

Base: n=300

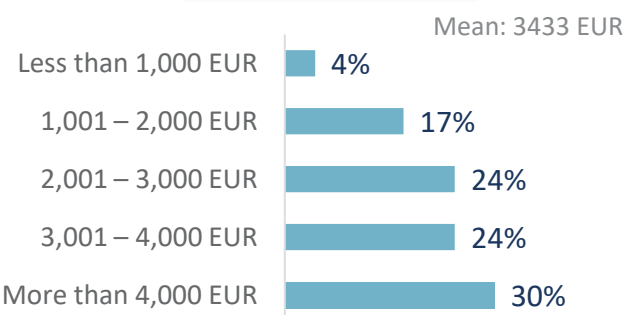
Gender



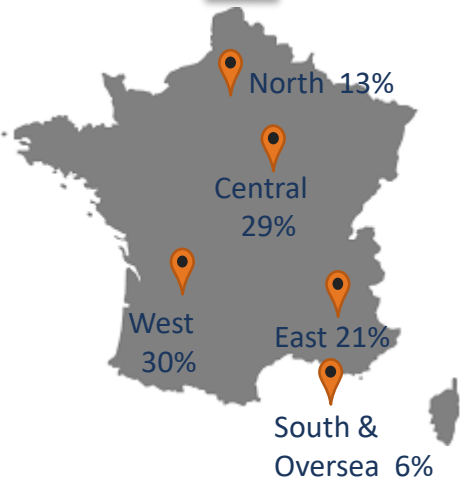
Age



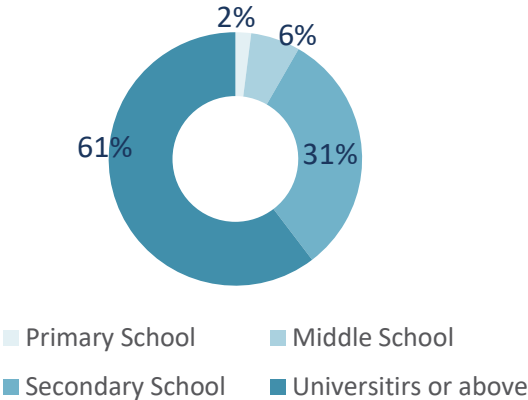
Monthly Household Income



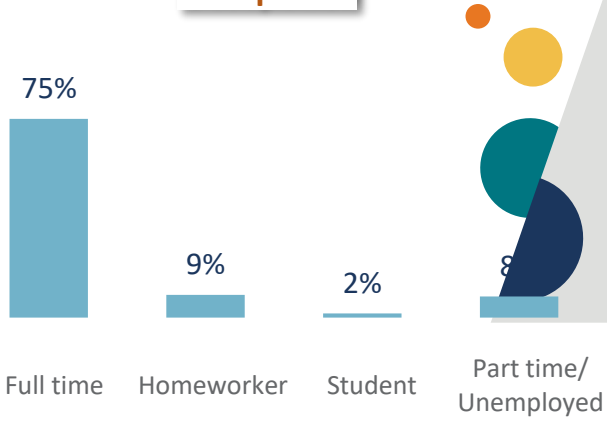
Area



Education Level



Occupation



Respondent's Children Profile

N=300



45% is girl

55% is boy

How many kids
aged between 7-
13 y.o. do you
have?



68% have only 1 kid aged 7-13,

30% have 2-3 kids,

Only 2% have 4 or more kids

For all kids aged 7-
11 y.o., how old is
the oldest kid?



31% the oldest is 7-8 y.o.

30% is 9-10 y.o.

39% is 11-13 y.o.

KEY FINDINGS

- **Purchase Motivation & Category Usage**
- Key Influence Factors of Purchasing
- Potential Target Audience Definition



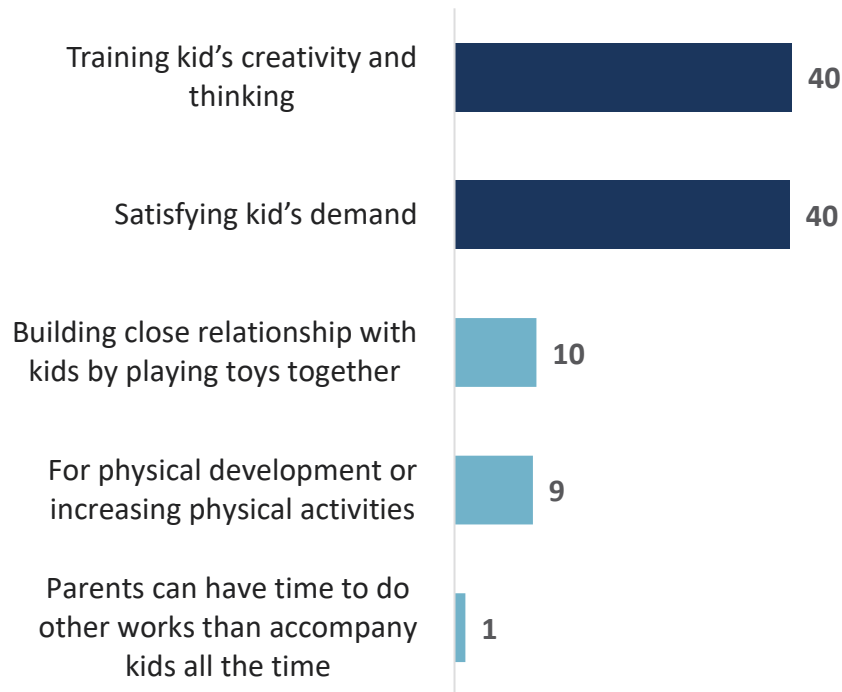
HOLISTIC INSIGHT # 1

Parents buy toys mainly for children to develop creativity and thinking. Scientific/Educational & Remote Control are identified as rising stars in French toy market.

Parents buy toys mainly for developing children's creativity and thinking or simply to satisfying their demands. Moreover, parents buy boys and girls toys with different reasons.

MAJOR REASON TO BUY KIDS TOYS

N=300, (%)



*Parents buy toys to girls and boys with different reasons, toys **for girls** is to **train kid's creativity & thinking** (47%), and **for boys** is to **satisfy his demand** (43%).*

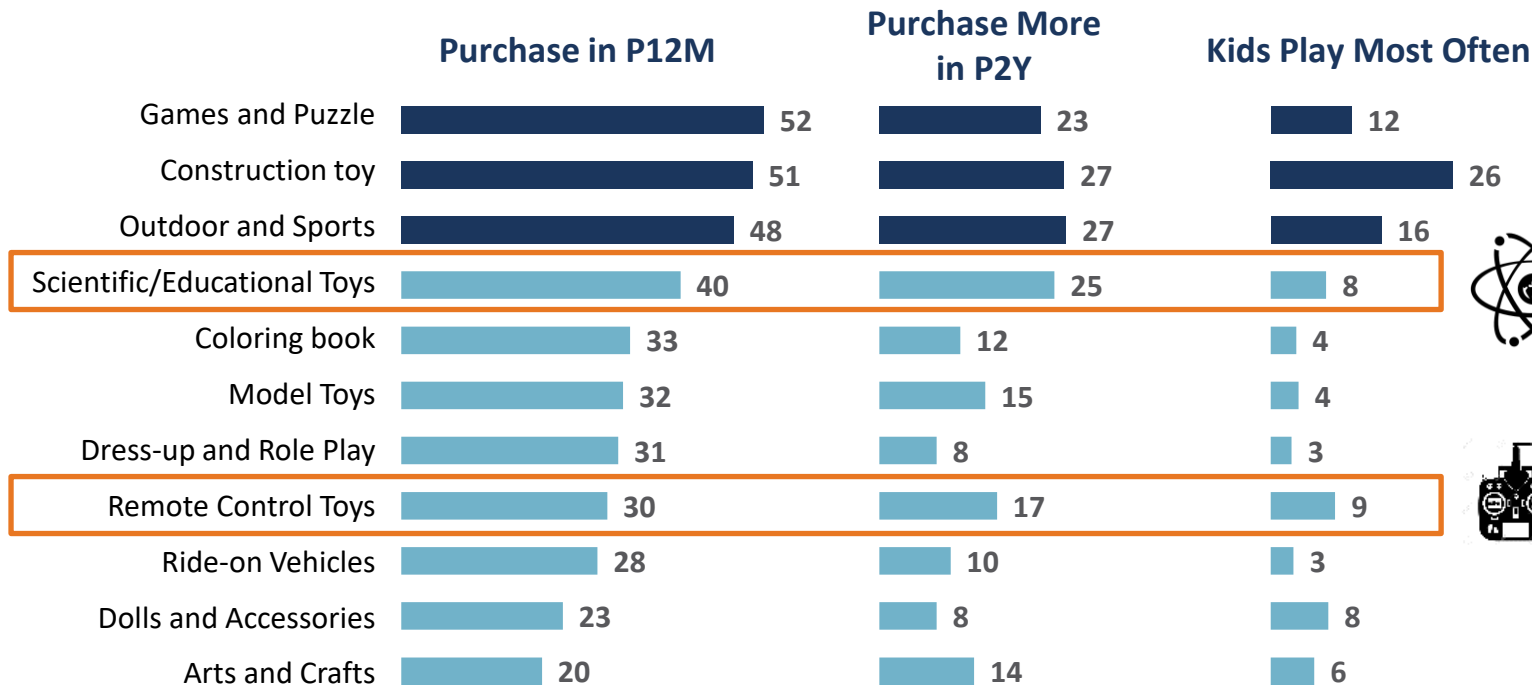


Younger parents (12%) and parents with more than one kid (15%) enjoy buying toys and then playing with them to build close relationship between family members.

Construction toy is the category parents buy more and kids play more often.
Scientific/Educational & Remote Control are the rising stars which have higher relative share and are able to grab kid's attention.

TOY PURCHASE AND USAGE BEHAVIOR

N=300, (%)

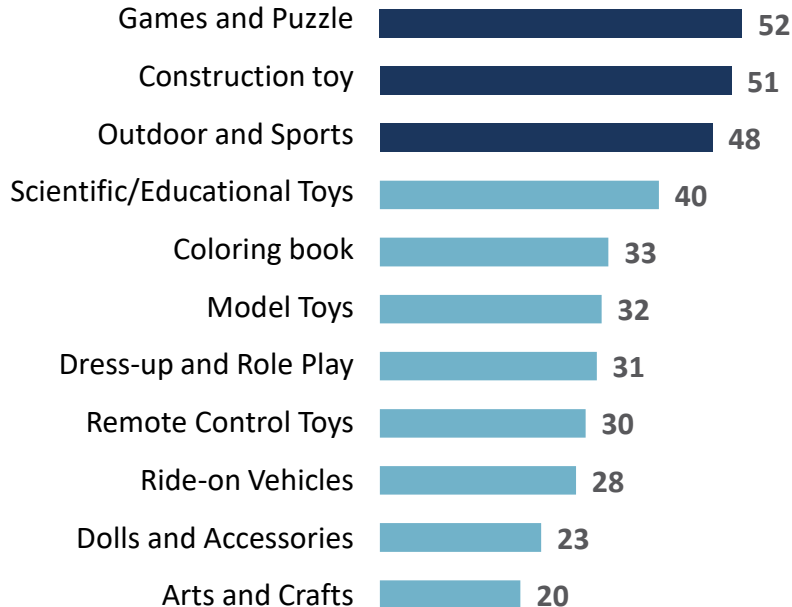


Toy preference is different between female & male parent, which also reflects to what girls and boys received.

TOY PURCHASE IN P12M

N=300, (%)

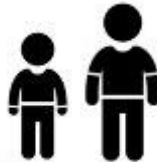
Purchase in P12M



*Female parent tend to buy **Arts and Crafts** (27%) more while male parent prefer **Remote Control Toys** (37%).*



*Girls received more of **Coloring Books** (43%), **Dolls & Accessories** (41%), and **Arts and Crafts** (30%); while boys got more of **Construction toy** (60%), **Outdoor and Sports** (56%), **Ride-on Vehicles** (44%) and **Remote Control/Model Toys** (both are 42%)*



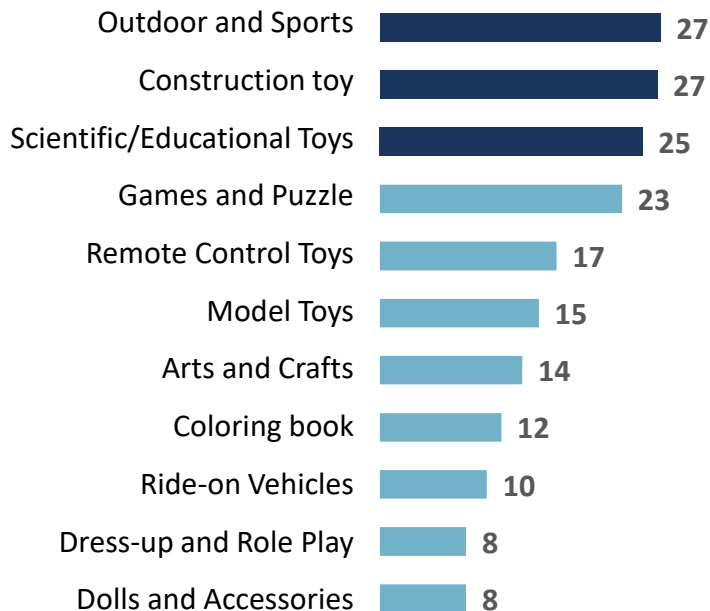
*Kids aged 7-8 received more **Construction Toys** (61%), while kids age 11-13 got **Remote Control Toys** (36%) more often.*

Outdoor and Sports & Construction toy are two favored choices in P2Y, the former is mainly for physical training and the latter is mainly for developing creativity and thinking.

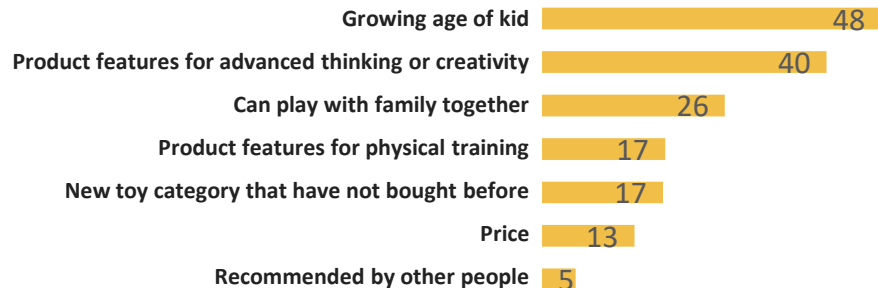
TOY PURCHASE MORE IN P2Y

N=300, (%)

Purchase More in P2Y



Why Purchase these Toys more?



*36% bought Outdoor and Sports **for physical training.***



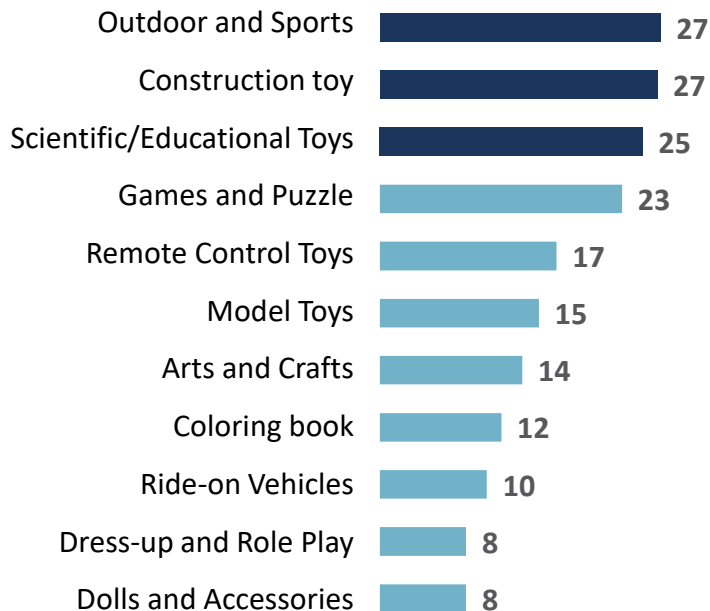
*50% bought Games and Puzzle to **play with family together.***

Younger parents prefer to buy kids Outdoor and Sports in P2Y, particularly for kids aged 7-8.

TOY PURCHASE MORE IN P2Y

N=300, (%)

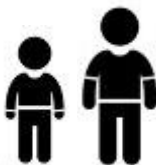
Purchase More in P2Y



*26-35 age group purchased **Outdoor and Sports** (36%), **Remote Control Toys** (26%), and **Dress-up & Role Play** (15%) more in P2Y.*



*Girls received more **Arts & Crafts** (25%) and **Dolls & Accessories** (13%), while boys got more **Construction toy** (34%), **Remote Control Toys** (22%), and **Ride-on Vehicles** (15%).*



*7-8 age group got more **Construction Toys** (36%) during P2Y.*

Construction toy is the most popular segment among all kids toys, and boys & kids aged 7-8 favor it more.

TOYS KIDS PLAY MOST OFTEN



Top 5 Toys Kids Play Most Often

% Significantly different from others

Total N=300	Girls N=136	Boys N=164	7-8 y.o. N=94	9-10 y.o. N=90	11-13 y.o. N=116
Construction toy	Construction toy	Construction toy	Construction toy	Construction toy	Outdoor and Sports
Outdoor and Sports	Dolls and Accessories	Outdoor and Sports	Games and Puzzle	Outdoor and Sports	Construction toy
Games and Puzzle	Games and Puzzle	Remote Control Toys	Dolls and Accessories	Dolls and Accessories	Remote Control Toys
Remote Control Toys	Arts and Crafts	Games and Puzzle	Outdoor and Sports	Games and Puzzle	Games and Puzzle
Dolls and Accessories Scientific/Educational Toys	Outdoor and Sports	Scientific/Educational Toys	Scientific/Educational Toys Ride-on Vehicles Model Toys	Scientific/Educational Toys Remote Control Toys	Scientific/Educational Toys

KEY FINDINGS

- Purchase Motivation & Category Usage
- **Key Influence Factors of Purchasing**
- Potential Target Audience Definition



HOLISTIC INSIGHT # 2

Physical store is the most important information channel for the purchase of toys, but for educational toys, parents trust education forums/discussion board and experts more.

Overall, 50% of French parents make a pre-plan before buying a toy, particularly for parents with more than 1 kid (62%). But surprisingly, more people make a pre-plan when buying construction toys than remote control toys.

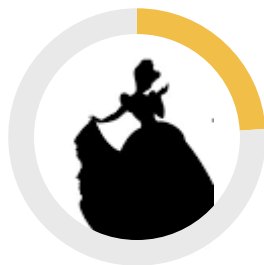
PRE-PLAN BEHAVIOR

N=300, (%)

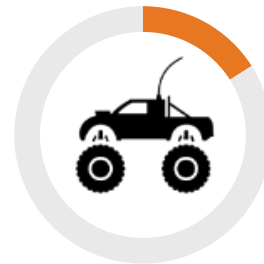


32% make a pre-plan when purchasing construction toys

- Particularly for parents under 45



24% make a pre-plan when buying model toys



16% make a pre-plan when buying remote control toys

Parents tend to utilize multiple information sources to learn more about toy product and physical store is the most important one.

INFORMATION SOURCE

N=300, (%)



- Overall, people use multiple sources to gather information and value certain sources in terms of categories
- **Outdoor and Sports:** Recommended by family or friend (25%)
- **Dolls and Accessories:** from online shop (44%), child education network or discussion board (20%)
- **Scientific/Educational Toys:** from child education network or discussion board (29%) & expert (25%)

Most parents have ever bought educational toys for kids and they refer to ratings & reviews, family, friends or experts' advice before the actual purchase .

KEY FACTORS OF CHOOSING EDUCATIONAL TOYS

N=300, (%)



- *Shoppers with different ages shows different behavior*
- ***26-35 y.o. and above 56** trust advice from family, friends and experts more (approx. 20~24%)*
- ***46-55 y.o.** choose toys from package illustration (21%) and other parents' recommendation (17%)*



HOLISTIC INSIGHT # 3

Educational level, product feature, quality and safety are more important factors to influence the purchase of toys. But for construction toy and scientific/educational toys, 30~40% of parents still have brand preference.

Educational level is the most important factor to influence the purchase of toys, i.e.: the parents with a higher education level would be more likely to do so, to develop children's thinking and creativity.

MAIN FACTOR TO CONSIDER

N=300, (%)



30% choose kids toys based on the educational level of toy and it seems the parents with a higher education level would do so , to develop kid's creativity and thinking



Product feature **17%**



Quality **12%**



Safety **11%**

Price **9%**

Well-known brand manufacturer **6%**

- **Product feature** is valued more by females (22%) and 36-45 age group (23%)
- **Quality** is most emphasized by 46-55 age group (21%)
- **Safety** is valued more by buyers above 46 years old

Most buyers have certain concerns while buying toys, like safety, material, manufacturing country, etc. For who have ever bought toys from China, buyers are more fraught with concerns about the smell and safety.

REFUSAL REASON WHEN BUYING TOYS

N=300, (%)



- **Overall, 84% of buyers have ever refused to buy a toy because of certain concerns, and younger buyers show more concerns, like material and safety, than older ones.**
- **People who have ever bought toys from China express more concerns, particularly about safety (50%) and bad smell (32%).**
- **As for toys bought more often in P2Y, people choose Scientific/Educational Toys with more concerns about manufacturing location (32%), safety certificate mark (37%) and safety (42%), and take careful consideration of materials when buying Construction Toy (44%) and Ride-on Vehicles (52%).**



77% of parents have ever bought toys complying with safety standards, which would particularly strengthen their confidence to the quality of educational, construction and outdoor & sports toys.

ATTITUDE TO SAFETY CERTIFICATE MARKS

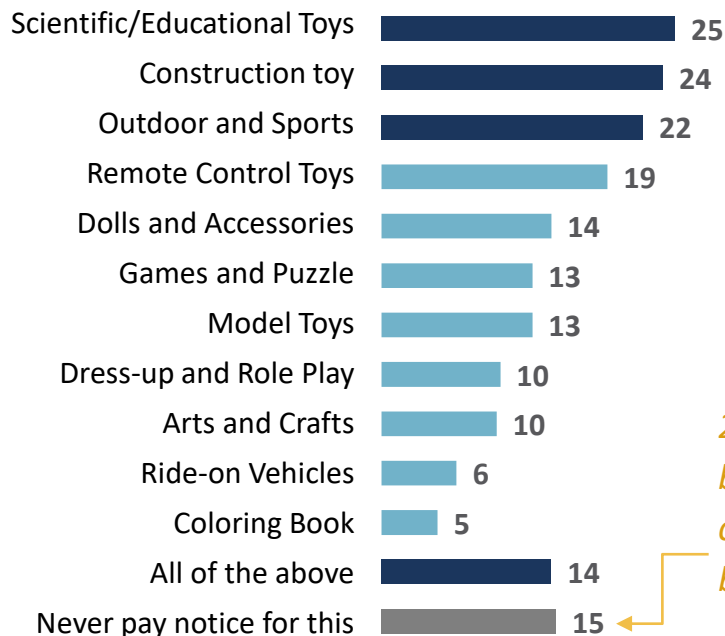
N=300, (%)



77% have ever bought toys with safety certification mark and 47% even said they always choose toys with certificate marks

- Particularly 26-35 age (86%)

Which toys will you consider to buy only if it has safety certification?



20% among them bought safety certificated toys before

75% of parents say brand is important to them when purchasing toys and when comes to certain categories, even 84% claim they would have specific brand preference.

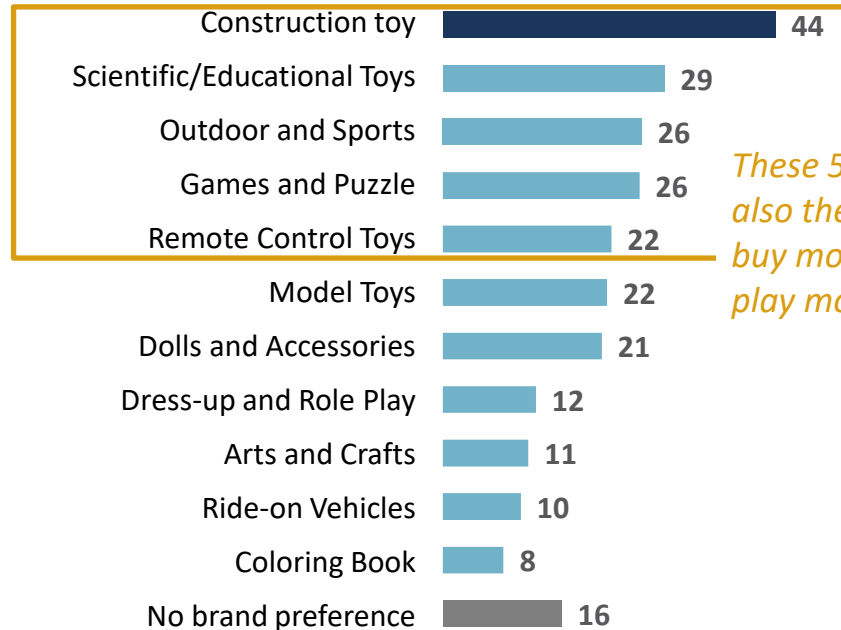
THE IMPORTANCE OF BRAND

N=300, (%)



75% claim brand is important to them when buying toys for their kids or others

Specific brand preference to certain toy category

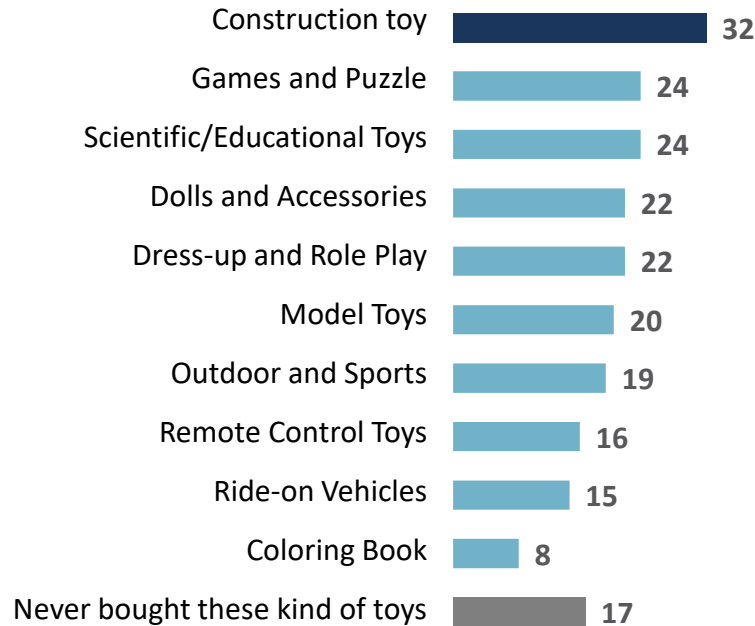


These 5 categories are also the TOP 5 parents buy more and kids play most often.

83% of parents have ever bought licensed character toys, particularly younger ones and people living in North area.

TOY PRODUCTS WITH LICENSED CHARACTER

N=300, (%)



Younger parents are more likely to choose toys with licensed character, particular 26-35 age group (90%) and people living in North area (95%).



Girls received more licensed character Dolls(37%) and Coloring Book (13%) while boys got more licensed character Ride-on Vehicles (21%).

Kids aged 7-8 received more licensed character Dress-up and Role Play (27%) and kids age 9-10 got more licensed character construction toy (39%)



HOLISTIC INSIGHT # 4

1 out of 4 parents have ever bought MIT toys and 33% express they are likely to purchase MIT toy in the future and even higher in 26-35 age group (45%).

Half of French parents take notice of COO while choosing toys, and 27% claim they have ever bought toys from Taiwan. These people recognize MIT toys are good value for money and reliable but not with high quality.

ATTITUDE TO COUNTRY OF ORIGIN (COO)

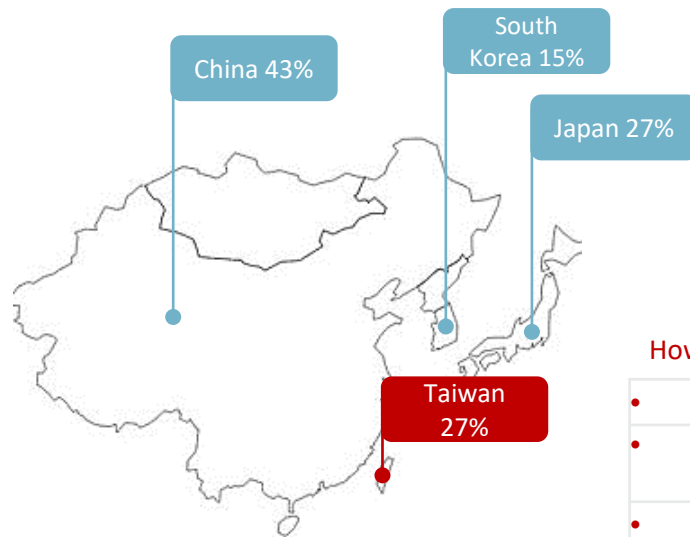
N=300, (%)



55% will take notice about the COO when purchasing toys.

- Particularly for 26-35 age group (65%)

Bought Building Blocks or Remote Control Toys from Asian countries



15% None of the above

23% Never bought these toys / Don't know

How these people see MIT toys?

• High Quality	34%
• Good Value for Money	50%
• Reliable	45%
• High Purchase Intention	50%

One third of French parents have a high purchase intention to MIT toys, particularly people aged 26-35 and who living in North area. But it is also found parents aged 46-55 have more negative impression on MIT toys.

ATTITUDE TOWARDS TOYS FORM TAIWAN

N=300, (T2B %)



33% are likely to buy

MIT toys

- Particularly for 26-35 age group (45%) and Central area (41%)



23% agree MIT toys

are with high quality, but also 27% don't agree

- Particularly in North area (38%)
- Parents age 46-55 (38%) or living in East area (36%) don't agree with MIT toys' quality



34% Agree toys from

Taiwan are good value for money

- Particularly for 26-35 age group (44%) and North area (45%)
- Parents age 46-55 (34%) don't agree with MIT toys are good value for money



32% Agree toys from

Taiwan is reliable

- Particularly in 26-35 age group (41%) and North area (40%)
- Parents age 46-55 (36%) don't agree with MIT toys are reliable

KEY FINDINGS

- Purchase Motivation & Category Usage
- Key Influence Factors of Purchasing
- **Potential Target Audience Definition**



HOLISTIC INSIGHT # 5

Scientific/Educational & Remote Control Toys shoppers have a higher impression on MIT toy and the key purchase influencers are safety certificate mark, educational level and expert's advice.

Who are the potential customers?

TARGET AUDIENCE DEFINITION

*From the first section, we found “**Games and Puzzle**”, “**Construction Toy**” and “**Outdoor and Sports**” are the top 3 product types that French parents choose for children. Meanwhile, “**Scientific/Educational**” & “**Remote Control**” are the rising stars in French children toys market.*

*In order to define the target audience, we would like to know **WHO** is the key shoppers to these 2 categories, and **WHAT is the Difference** between these two groups..*

TOP 3 Shoppers

(N=263)

Have purchased “**Games and Puzzle**”, “**Construction toy**” & “**Outdoor and Sports**” in P1Y



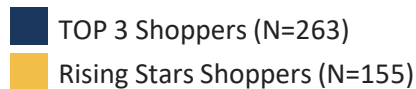
Rising Stars Shoppers

(N=155)

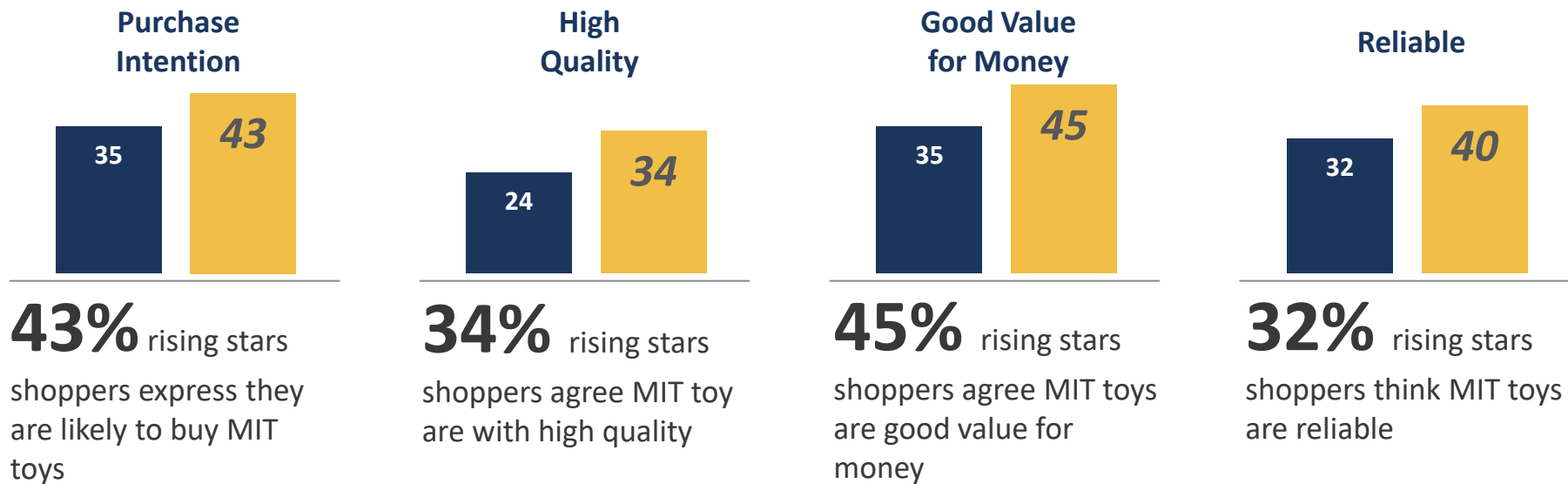
Have purchased “**Scientific/Educational Toys**” & “**Remote Control Toys**” in P1Y

Rising Stars Shoppers have higher preference towards MIT toys than TOP 3 Shoppers.

TARGET AUDIENCE DEFINITION – ATTITUDE TOWARDS TOYS FORM TAIWAN



T2B %

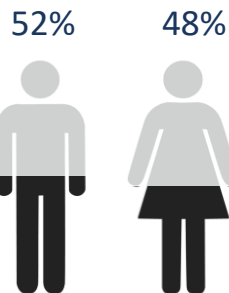


Compared with total sample, Rising Stars Shoppers are younger, 32% are under 36, and have higher education level and higher household income.

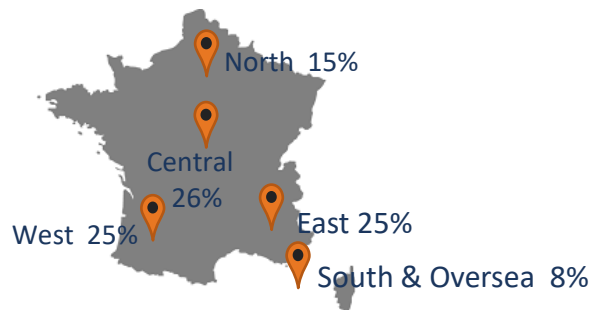
TARGET AUDIENCE DEFINITION – DEMOGRAPHICS

N=155, Rising Stars Shoppers, (%)

Gender



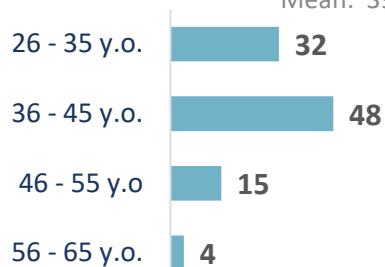
Area



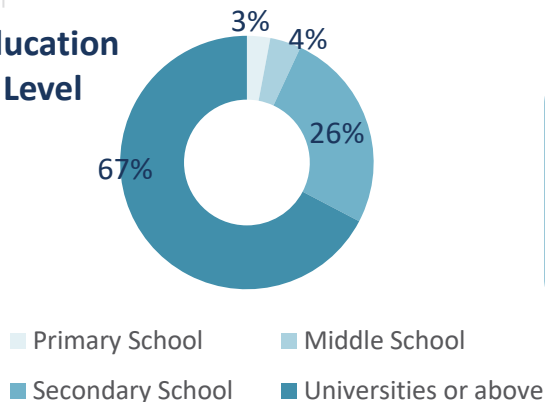
Source: S1~S3, S7~S9, F2

Age

Mean: 39 years old.

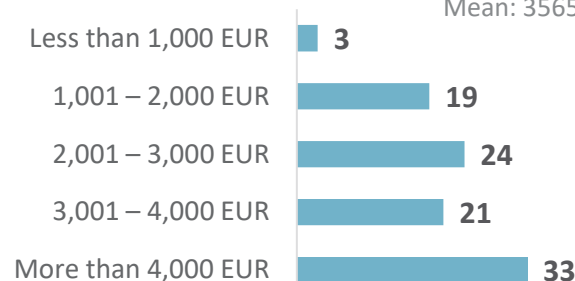


Education Level



Monthly Household Income

Mean: 3565 EUR



Kids Status

- **63%** is boy
- **70%** have 1 kids aged 7-13; 28% have 2-3 kids



Rising Stars Shoppers care about product safety & educational level, and they would like to try new categories. In addition, social media & experts are also important information channels towards their purchasing.

TARGET AUDIENCE DEFINITION – PURCHASING BEHAVIOR & ATTITUDE

N=155, Rising Stars Shoppers, (%)

Key purchase influencer

84% purchased
safety certificated toys
(total % is 77%)



36% think
Educational level has
bigger impact on
purchasing
(total % is 30%)

24% would
purchase more often for
new categories they
never bought. (total % is
17%)

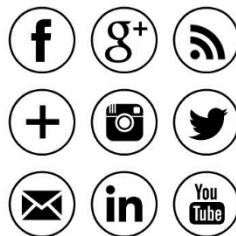
Information Channel

Except physical / online store, there are some
important channels for rising stars shoppers...

13% would collect
information from ads in
social media & network
or discussion board for
child education.
(total % are 8% / 10%)



23% would research
expert's advice when choosing
educational toy.
(total % is 17%)



What can we learn from this survey?

- *Conclusion*

Conclusion

Outdoor and sports, construction toys, and scientific/educational toys are popular categories played by kids.

- Physical and creative thinking training, satisfying kids' emotional needs are the main reasons to buy toys.
- Game and puzzle are used to build a closer relationship between the family.

The brand is considered important when selecting toys for kids.

- ¾ of parents claim they pay notice to the brand of toy before buying, mainly in Construction toy, Scientific/Educational Toys, Outdoor and Sports, Games and Puzzle, and Remote Control Toys.
- Over half of French parents take notice of COO while choosing toys. Among those who ever bought toys made in China, care more about products' smell and safety.

Varied requirements of toys are recorded between the gender and age of parents.

- Overall, product feature, quality, and safety are influential consideration factors when selecting toys.
- Product feature is valued more by females (22%) and 36-45 age group (23%), while quality is most emphasized above 46 age group.

Scientific/Educational & Remote Control are the rising stars in the French children's toy market.

- Lower birth rate drives increasing demands for big kids' toys, like remote control, board games, and scientific/educational toys.
- Besides, rising star shoppers show positive feedback towards MIT toys, including high PI and agreements on product quality of toys from Taiwan, beneficial for Taiwan brand companies' development opportunities.

Enhancing product quality image is vital to earning parents' trust.

- Generally, agreements on MIT products' quality are still low. Acquiring safety certificates can enhance confidence and uplift trial willingness.
- Apart from traditional media channels, like in-store display, exposure on social media(e.g. discussion board) & experts' recommendation or endorsement is also impactful towards parents' purchasing.