

Chapter 3: About Toy Retailers — Dynamics of the Retail Channel

- **Results of toy retailers surveyed to be examined:** Next we turn our attention to the results of the toy retailers survey, conducted by telephone among 130 toy retailers nationwide in August 2001, prior to the 2001 holiday gift season and before the 9-11 tragedy.
- **Prime retail outlets for toys and dolls are on the rise:** The number of toy and hobby stores nationwide rose in 2002, up 12% from 7,594 in 2000 to 8,503. Doll shops, an important consumer source for dolls, remained flat over 2000 levels, with approximately 2,400 doll shops nationwide.
 - ▶ The number of gift shops declined by 5% to reach about 71,000, down from 74,400 in 2000. The number of department and mass merchant stores remained flat, while collectible shops increased from 9,238 in 2000 to 11,205 in 2002.

**Potential Retail Outlets
by Store Type
1998-2002**

	<u># Stores 1998</u>	<u># Stores 2000</u>	<u># Stores 2002</u>	<u>% Change</u>
Toy/Hobby	8,072	7,594	8,503	12%
Doll Shops	2,771	2,417	2,406	0%
Gift Shops	72,369	74,367	70,811	-5%
Dept/Mass	30,593	30,602	30,593	0%
Collectible	12,007	9,238	11,205	21%

Source: American Business Lists, InfoUSA