

playthings

Toy Industry Outlook 2011

Looking into the toy businesses' Magic 8 Ball. BY PAMELA BRILL

PLAYTHINGS ASKED SEVERAL LEADING TOY MANUFACTURERS: What are some of your predictions for your company and/or the industry in 2011?

We predict stability and sound growth based on our steady availability of inventory, as well as the introduction of several new products



that are a logical expansion to the CitiBloccs line. Our exposure to the school market, thanks to our participation in the third annual Goddard Toy

Test and our subsequent Top Five Toys Award, will hopefully enable us to penetrate the school market with significant marketing arguments and corresponding potential sales.

— Marjorie Israel Chayette,
owner, CitiBloccs

What are your product predictions for the year ahead? Do you foresee any particular hot items or general trends that will impact the industry?

We will continue to expand brand recognition with variations of color and size, as well as offer new accessories that are specifically designed to accompany the sleek, urban look of our product. This logical growth of figures, as well as 3D connectors made of new materials, should be popular in 2011.

— Marjorie Israel Chayette, owner,
CitiBloccs