

Christmas gifts online 2009: classic toys hold their own against video games

Contributed by Twenga
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Twenga, the most comprehensive shopping search engine, report a surge of shoppers visiting the classic toys categories, searching for items such as puzzles and Lego on www.twenga.co.uk. With searches for puzzles up 95% and Star Wars Lego up 75% the classic toys are set to make a come back this year.

Overall, Twenga found that 38% of UK adults plan to buy toys and games this Christmas when shopping online. Video games and consoles have become a dominant category on their own, with women even more likely to buy them than men (37% to men's 31%), showing such gifts are a must-have under the Christmas tree.

Top 5 categories in Toys and Games

Top 5 categories in Video Gaming

Rank

Category

Rise in visitors

Rank

Category

Rise in visitors

1

Children's costume

+ 33%

1

Wii Game

+ 63%

2

Puzzle

+ 95%

2

Nintendo DS Game

+ 35%

3

Remote-control car

+ 61%

3

Xbox 360 Game

+ 109%

4

Doll pram

+ 48%

4

PS3 Game

+ 5%

5

Star Wars Lego

+ 75%

5

Nintendo DS Console

+ 9%

Source: Twenga, visits 1 December compared with 1 November 2009

For Christmas 2009, what are the main items that you plan to buy online?

Men

Women

Average

Toys and games

38%

38%

38%

Video games, games consoles

31%

37%

34%

Clothes and fashion accessories

25%

36%

31%

Perfumes and beauty products

22%

32%

28%

Jewellery

14%

17%

16%

Food, champagne and wine

13%

14%

14%

Audio-visual equipment

13%

12%

12%

IT equipment / software

19%

8%

12%

Cameras and accessories

10%

14%

12%

Household appliances

13%

9%

11%

Telephones and mobiles

8%

11%

10%

Lingerie / underwear

10%

9%

9%

Online gift vouchers

9%

9%

9%

Garden / DIY equipment

8%

5%

6%

Sports equipment

7%

5%

6%

Holidays and excursions

3%

5%

4%

Furniture and soft furnishings

1%

2%

2%

Other

1%

2%

2%

Undeclared

14%

10%

11%

Base: 495 respondents