

trend spotting.....



by Lisa Orman

# What We Saw at the Show

As many in the industry have observed since Toy Fair ended this year, most attendees seemed relieved that they made it through 2009 and excited to see what 2010 would bring. Exhibitors presented many innovations and genuinely new and exciting products at the show. Retailers seemed prepared to professionally evaluate their options, and had a positive outlook for the toy business. That's great, because it gives exhibitors the steam to power up their lineups post-Toy Fair and throughout the rest of the year.

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## Classics stay in style

The trend toward classic toys remains strong, perhaps dovetailing with the recession. Family game night, wood blocks, magic tricks, yo-yos and a plethora of non-battery operated play items all are experiencing an uptick in sales and popularity.

Manufacturers have, smartly, focused on developing toys with great play value at very aggressive prices. I've never seen so many great toys priced at under \$20, and even \$10. Aeromax, for instance, introduced a backpack Fire Power water squirter for under \$13, foam dress up hats for under \$4 and My First Career Gear vests for preschoolers for under \$11, at Toy Fair. Aeromax President Mark Levine reported brisk sales with retailers.

*The Fire Power water squirter from Aeromax*

