

the toybook®

COVID-19 PANDEMIC

THE CORONAVIRUS
OUTBREAK'S
IMPACT ON
THE INDUSTRY



BABY YODA TAKEOVER

TOYS BASED ON THE
BREAKOUT STAR OF
THE MANDALORIAN

R/C, COLLECTIBLES, AND PLUSH

WHAT'S NEW IN EACH
CATEGORY THIS YEAR

APRIL/MAY 2020

Volume 36, No. 2 — Published by Adventure Media and Events LLC

DEPARTMENTS

- | | | | | | |
|---|------------------------|----|--------------------------|----|------------------------------|
| 5 | Editor's Viewpoint | 9 | Sweet Suite @ Home | 53 | Toy Association Perspectives |
| 6 | Toy Association Update | 10 | Industry Update | 54 | WIT Stories |
| 7 | ASTRA's Insights | 40 | Talkin' Toys: Nikko Toys | 56 | Talkin' Social Media |
| 8 | Stat Shot | 52 | What's New | 58 | Industry Marketplace |

FEATURES

- | | | | |
|----|---|----|--|
| 12 | Facing the Unknown
Toy companies aren't playing when it comes to COVID-19. | 24 | Plush Showcase
The Hottest Plush Hitting Store Shelves This Year |
| 16 | Go, Cory, Go!
Preschool hits the road in VTech's new, toy-inspired Netflix series. | 32 | R/C Goes Big
Following years of sales declines, the R/C category is relying on innovation. |
| 18 | I Would Like to See the Baby
The Child is the breakout star of the year. | 36 | R/C Showcase
What's New in R/C and Vehicles |
| 20 | Reduce, Reuse, Snuggle
Plush toys get sustainable with biodegradable packaging and filling. | 42 | Here Come the Waterworks
The water-reveal trend evolves to keep collectibles afloat. |

46 Collectibles Showcase

The Top Collectibles of 2020



On the cover: Turbo Boost RC Sonic the Hedgehog and Turbo Boost RC Shadow the Hedgehog from NKOK

the **toybook**

Group Publisher
Jackie Breyer
jackie@toybook.com

Editor-in-Chief
Maddie Michalik
maddie@toybook.com

Copy Chief
Sierra McCleary-Harris
sierra@toybook.com

Senior Editors
Jackie Cucco
jc@toybook.com

Marissa DiBartolo
marissa@toybook.com

Ali Mierzejewski
ali@toybook.com

James Zahn
james@toybook.com

Associate Editor
Madeleine Buckley
mbuckley@toybook.com

Assistant Editor
Miranda Siwak
miranda@toybook.com

Editorial Assistants
Josephine Baran
josephine@toybook.com

Ben Goren
ben@toybook.com

Art Director
Joe Ibrahim
joe@toybook.com

Production Director
Bill Reese
bill@toybook.com

Director of Sales & Marketing
James Devin
jd@toybook.com

Sales Executive
Branden Mendez
branden@toybook.com

Controller/Office Manager
Lori Rubin
lrubin@adventurepub.com

U.S. Corporate Headquarters

President
Laurie Schacht
laurie@toybook.com

Adventure Media and Events LLC
307 7th Avenue, #501
New York, NY 10001
Phone: (212) 575-4510

The Toy Book Volume 36, No. 2 THE TOY BOOK (ISSN-0885-3991) is published bi-monthly by Adventure Media and Events LLC. Editorial and advertising offices are located at 307 Seventh Ave., Room 501, New York, NY 10001, Phone (212) 575-4510. Periodicals Postage paid at New York and additional mailing offices. Copyright © 2020 Adventure Media and Events LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form, or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without written permission from the publisher. Printed in USA. Subscription rates: \$48 one year, foreign \$200. The Toy Book is a trademark of Adventure Media and Events LLC. Registered in the U.S. Patent & Trademark Office. Postmaster: Send address changes to: Toy Book, c/o Adventure Media and Events LLC, 307 Seventh Ave., Room 501, New York, NY 10001 or e-mail bill@toybook.com. Opinions and comments expressed in this publication by editors, contributing writers, or solicited or unsolicited documents are not necessarily those of the management of The Toy Book.

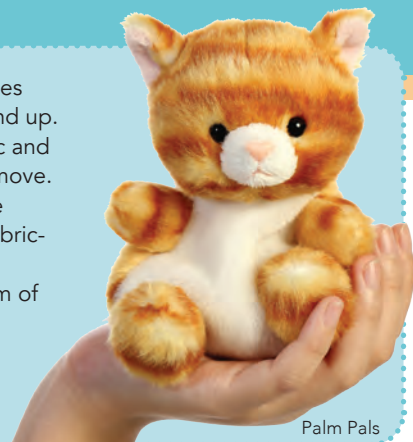
ITMA
Member,
International Toy
Magazine Association

Plush



AURORA WORLD introduces **Shoulderkins** for kids ages 3 and up. The plush character is magnetic and sits on kids' shoulders as they move. A magnet on the bottom of the plush animal connects to the fabric-covered, metal base.

Palm Pals can fit in the palm of kids' hands. The lightly stuffed plush pal can be held and squished easily. There are 15 characters in the range.



Palm Pals



Tinkle Crinkle rattles

GUND has introduced the **Tinkle Crinkle Collection** for babies. The plush assortment includes lovies, activity toys, rattles, plush animals, and balls with bright fabrics and embroidered details. The collection features a variety of characters, including bears, hedgehogs, and caterpillars.

The 12- or 18-inch **Kai Bear** plush comes in a modern style and will be available this spring. The bear has an oversized head, embroidered paw pads, and a beige muzzle.

ISCREAM will debut **Furry Sea Creatures Stuffed Animal Collections** this spring. This plush assortment includes a range of ocean animals, including jellyfish, starfish, and seahorses. The characters are made of furry, fleece fabric and are designed for kids ages 5 and up.



YOTTOY has a new plush line inspired by *The Busy World of Richard Scarry* books. The toys capture author Richard Scarry's signature characters in soft fabrics and bright colors, and also feature wooden wheels and clear-plastic headlights. The range includes Huckle Cat, Lowly Worm, and Bananas Gorilla characters seated in colorful cars with working wheels.



SNUGGLE GLOVE has launched its new, patented **Snuggle Glove** pillow that sits on kids' hands. On the stomach, there is a built-in pocket that kids can put their hand in to move and carry the plush pillow. Snuggle Glove is available in panda, husky, and unikkity designs.

