

The background of the entire slide is a photograph of three children playing in a field. The image is overlaid with a semi-transparent teal filter. The child on the left is jumping with arms outstretched. The child in the middle is standing and looking towards the camera. The child on the right is partially visible, also playing. The sky is a mix of orange, yellow, and blue, suggesting a sunset or sunrise. There are some wildflowers in the foreground.

QINDLE

Play with this

- 2018's evolving trends in the toy & game industry.

Qindle® is a Dutch innovation and design company that operates globally within FMCG, Consumer tech and health industries. Enabling ambitious companies to deliver product and brand experiences that matter to people, built business and mind the environment.

Based in Amsterdam we are a team of 10 strategists, designers and engineers with decades of experience in delivering toy and game innovations. Redefining brands and categories. Prototyping and iterative development are essential in these successes.

Make it real! - www.qindle.nl



Every year we like to attend the Toy Fair in Nürnberg, Germany to see and play with new toys and games. This year our designers thought it would be interesting to look at what are evolving trends in 2018. And synthesise with what we have learned from consumers and our clients.



5 evolving trends

Trends don't come and go with the drop of a hat, they gradually creep in, gain acceptance, evolve, and fade out. We looked at trends that started earlier and are evolving now in the industry.

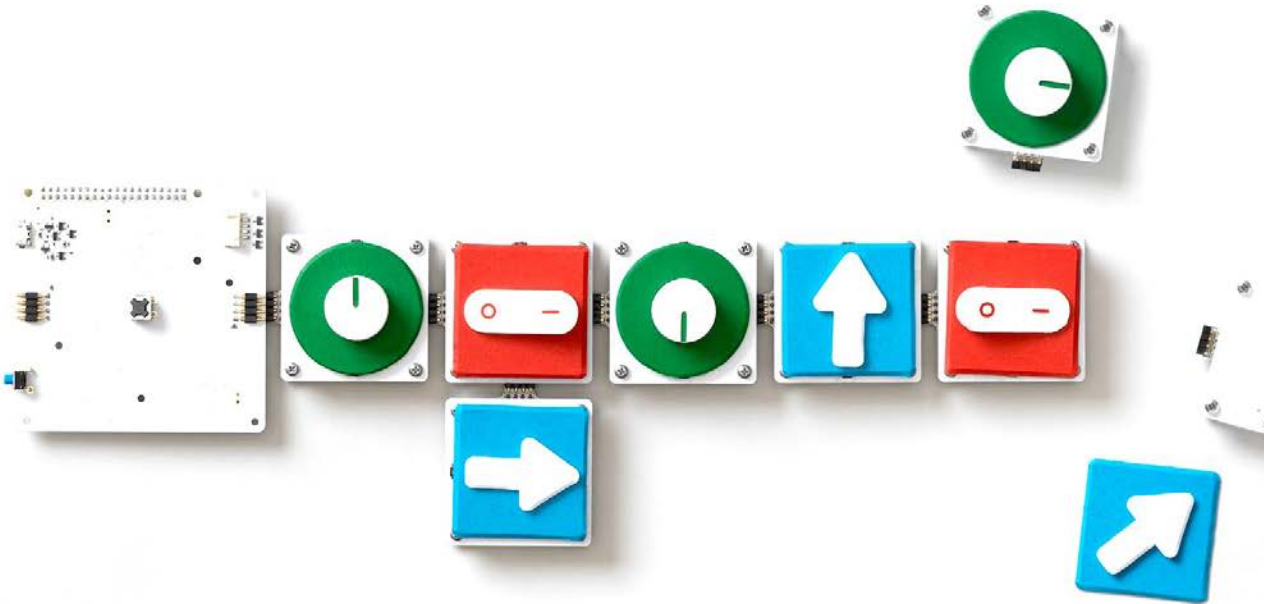
- TREND #1

Code learning
becomes physical
learning

-TREND #1

There has been a big push in computer-science education in the last few years. The UK has made it part of its national curriculum, President Obama pledged earlier \$4 billion towards a national computer-science initiative. Several toys and games designed to teach kids how to code have come to market. Even Apple got into the spirit with the introduction of Swift Playgrounds, an iPad app that instructs kids on the basics of the company's Swift programming language. Google detailed its own big investment in computer-science education: project Blocks, an open hardware platform that anyone can use to create physical coding experiences for kids.

More solutions combine coding and influencing the ‘traditional’ physical game context. Coding robots, building mechatronic systems or create kids’ rooms IoT solutions.





- TREND #2

Construction toys
become social
platform games.

-TREND #2

Toy building blocks come in all shapes and sizes, from simple wooden blocks through to high-tech construction systems. Both children and adults are attracted time and again to block play. Technical and electronic construction systems regularly stand out amongst other innovations in this area. However, some crowdfunding projects are proving that cables and power are not essential elements of successful new ideas. Social play is the key factor of success.

Ravensburger presented its innovative GraviTrax modular system for the first time at the last Spielwarenmesse® in Nürnberg. Creative modelmakers can use it to build sophisticated marble run worlds. It's not just about the destination, but how you get there, which means using physical laws skilfully and assembling the various components and spectacular action elements cleverly. Use principles of magnetism, kinetics and gravity to guide their marbles to the destination. Construction games are by no means simply static. Social play is promoted by an App to show share and learn of other GraviTax constructions.





- TREND #3

Categories merge.
In a fun way.

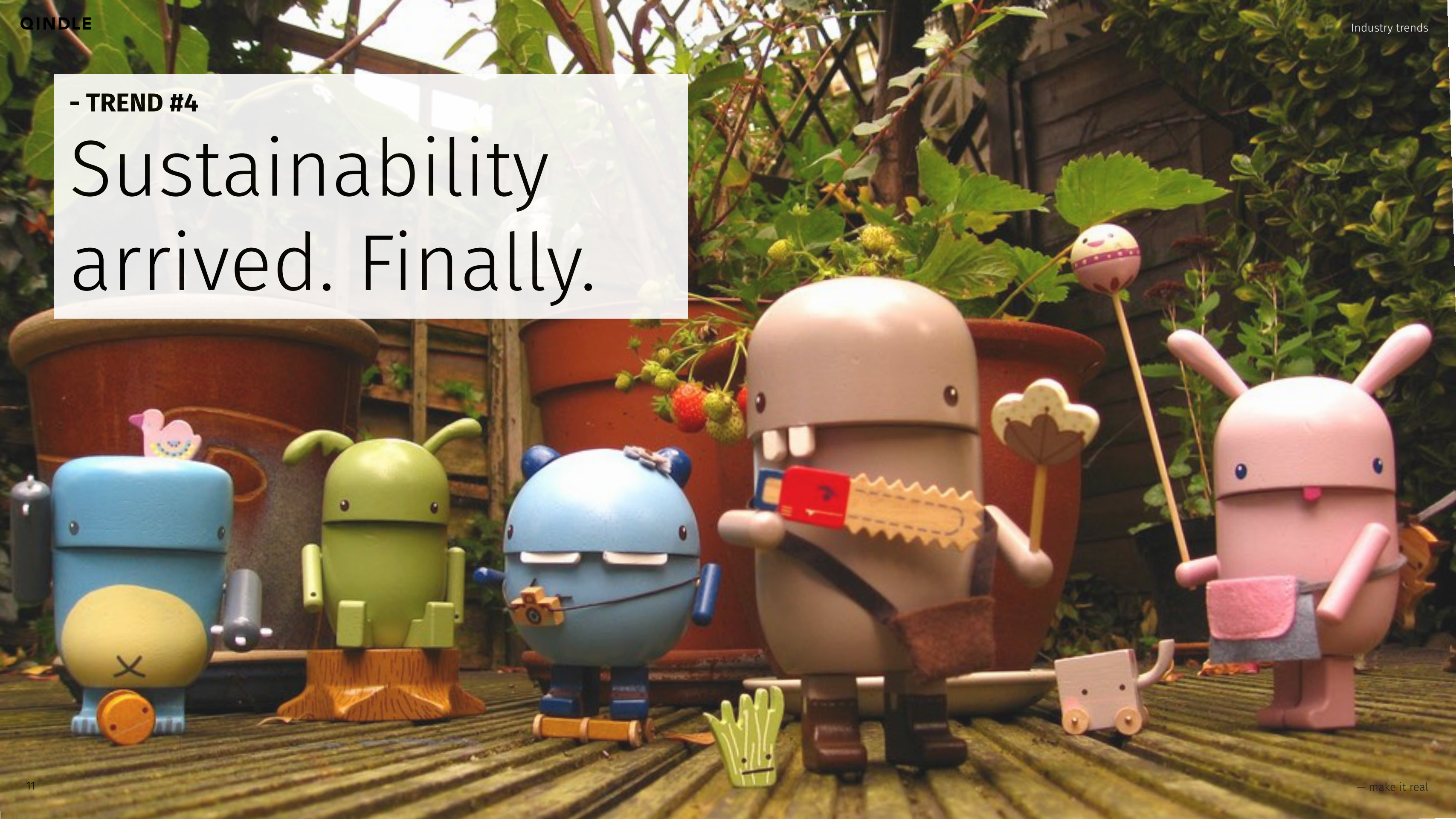
-TREND #3

Brands merge analog & digital. Creating games with digital content that involve also physical interaction. Integrating two play experiences into a game or toy itself. With merging play categories as an result. Combining digital storytelling with consumer electronics, craft and toy categories. The physical components speak to the benefits of analog play. But it also brings existing content in new play categories, f.e. Nintendo Labo. Nintendo Labo™ is a series of DIY kits crafted to work with Nintendo Switch™. Build Toy-Con creations from cardboard and bring them to life with your Nintendo Switch system and the included software.



- TREND #4

Sustainability
arrived. Finally.



-TREND #4

Initiatives for more sustainable play objects is growing in the industry for many years. This year several sustainable solutions were awarded with innovation prices. The industry is finally opening up to the idea that play objects can also be biodegradable, recycled, re-used or made out of natural materials.

Wiener Spielkartenfabrik Ferd. Piatnik & Söhne, based in Vienna, is taking an innovative and sustainable approach to wood as the material for its novel Bioblo webbed building blocks. About 60% of each block consists of wood shavings from locally grown conifers from PEFC-certified sustainable forestry operations and almost 40% of recycled plastic from recycled returnable cups. The material was developed in Austria and is free from plasticisers and other damaging ingredients.

Re-Cycle-Me creates more awareness among children of the impact of single use of products for our environment, stimulating children to use their creativity and imagination for re-use of objects world wide and to share ideas to reduce the amount of trash to create a cleaner world. Play = education = more sustainable world.



- TREND #5

Personalising
is real fun.



-TREND #5

GenZ are interested in creating and shaping their own world. Creating personalised experiences, instead of passively buy what is offered to them. You see this in personalisation opportunities with toys and games. Fully operational 3D printers for kids. And in-store customisation of toys and products for kids. Encouraging the children of maker parents to add their own personal touch to a product and make it truly unique to them. These brands are creating memorable moments for families to share in, enhancing engagement within play categories and retail space.



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— design and innovation

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