

Jungle Scout COBALT

AMAZON CATEGORY SNAPSHOTS

Toys, Games, and Baby Products



How do consumers shop Toys, Games, and Baby Products on Amazon?

Pop culture phenoms, high-tech toys, the holiday rush, and more: these are the trends impacting sales of toys, games, and baby products on Amazon.

Seasonal Trends for Toys, Games, and Baby Products

The holidays are the biggest time of year for brands and retailers selling toys and games. The end-of-year rush produces massive sales increases for brands across all Toys & Games sub-categories on Amazon. Here's what Jungle Scout Cobalt data reveals about this seasonal spike for many products in 2022:

Amazon Seasonal Sales Trends: Toys & Games



Remote & App-Controlled Vehicles

Q4 2022 QoQ Sales Growth*

+211%



Kids' Electronics

Q4 2022 QoQ Sales Growth*

+210%



Plush Toys

Q4 2022 QoQ Sales Growth*

+162%



Building Toys

Q4 2022 QoQ Sales Growth*

+145%



Games & Accessories

Q4 2022 QoQ Sales Growth*

+134%

**Data reflects Q4 2022 (Oct. 1, 2022 - Dec. 31, 2022), as compared to Q3 2022 (July 1, 2022 - Sept. 30, 2022)*

While many products in the Baby category have steadier sales patterns throughout the year, some Baby sub-categories also get a boost during the holiday season. Baby & Toddler toys, for example, saw a 192% increase in sales from September to December, 2022.



[Learn more about Baby Product sales trends with our Baby Products Data Download.](#)

Big Screen, Big Sales: Hit Movies Drive Demand

From [Barbie](#) to Super Mario, films starring beloved kids' characters generated more than online buzz this year; they led to thousands of searches and sales for related products on Amazon.

Barbie

>4M searches

for "Barbie" on Amazon in last 30 days*

>5B views

related to Barbie toys and dolls on TikTok videos**

+452%

Amazon sales growth of the [2023 Barbie Dreamhouse](#) in last 90 days***



Mario

>500k searches

for "Super Mario" on Amazon in last 30 days*

>12.4B views

related to Super Mario toys on TikTok videos**

+572%

Amazon sales growth of Mattel Games' [Super Mario UNO](#) in last 90 days***



Little Mermaid

>400k searches

for "Little Mermaid" on Amazon in last 30 days*

>6.7B views

related to Little Mermaid toys on TikTok videos**

+377%

Amazon sales growth of this [Disney Ariel Plush Doll](#) in last 90 days***



Spider-Man

>2M searches

for "Spiderman" on Amazon in last 30 days*

>93.7M views

related to Spiderman on TikTok videos**

+313%

Amazon sales growth of this [Kid Trax Spiderman Ride On Toy](#) in last 90 days***



*Data reflects the 30 days leading up to 10/7/23 | **Source: TikTok search results, as viewed on 10/13/23 | ***Data reflects the 90 days leading up to 10/7/23

Robo-Pets and More: Interactive Toys

What could be more exciting for a kid than a toy that plays back? Interactive toys, like electronic pets and more, are also trending this year.

Fingerlings

>77k searches

for “Fingerlings” on Amazon
in last 30 days*

>73M views

related to Fingerling toys on
TikTok videos**

+350%

Amazon sales growth of this
[Baby Monkey & Jungle Gym
Playset](#) in last 90 days***



Little Live Pets

>170k searches

for “Little Live Pets” on
Amazon in last 30 days*

>245M views

related to Little Live Pets on
TikTok videos**

+527%

Amazon sales growth of this [My
Pet Pig: Piggly Interactive Toy](#) in
last 90 days***



Baby Alive

>440k searches

for “Baby Alive” on Amazon in
last 30 days*

>204M views

related to Baby Alive on TikTok
videos**

+976%

Amazon sales growth of this
[Baby Alive Bunny Sleepover Doll](#)
in last 90 days***



*Data reflects the 30 days leading up to 10/7/23 | **Source: TikTok search results, as viewed on 10/13/23 | ***Data reflects the 90 days leading up to 10/7/23

Comeback Kids: The 90's Nostalgia Effect

A lot of 90's must-haves are back in a big way. From the re-release of the iconic Furby to a new generation of Tamagotchi, nostalgic toys are taking over the virtual toy aisle.

Furby

>200k searches

for "Furby" on Amazon in last 30 days*

>3M views

related to Furby on TikTok videos**

+976%

Amazon sales growth of this [Furby Boom](#) in last 90 days***



Tamagotchi

>250k searches

for "Tamagotchi" on Amazon in last 30 days*

>643M views

related to Tamagotchi on TikTok videos**

+572%

Amazon sales growth of this [Tamagotchi Bandai Pix](#) in last 90 days***



*Data reflects the 30 days leading up to 10/7/23 | **Source: TikTok search results, as viewed on 10/13/23 | ***Data reflects the 90 days leading up to 10/7/23

What are shoppers searching for in Toys & Games?

Top Keywords by **Total** Search Volume: Toys & Games

These are the top keywords, by search volume, in the Toys & Games category.

Report Date: October 10, 2022 - October 10, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Squishmallow	34,414,463	34,086,699	↓ 1.0%
Lego	30,673,597	28,733,162	↓ 6.3%
Pokemon cards	28,301,165	24,193,592	↓ 14.5%
Spongebob Squarepants	27,573,360	17,995,964	↓ 34.7%
Slime	13,755,493	15,805,422	↑ 14.9%
Toys	12,321,592	15,322,363	↑ 24.4%
Pokemon	18,559,693	15,089,676	↓ 18.7%
Gel blaster	14,831,221	12,792,223	↓ 13.8%
Lego sets	6,562,556	12,362,384	↑ 88.4%
Barbie dolls	7,347,495	9,016,350	↑ 22.7%

Top Keywords with **Growing** Search Volume: Toys & Games

The following keywords have experienced the highest YoY growth in search volume within the Toys & Games category.

Report Date: October 10, 2022 - October 10, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Kids games	1,972,745	4,876,588	↑ 147.2%
Reusable water balloons	1,982,989	4,600,544	↑ 132.0%
Games	3,131,770	6,467,809	↑ 106.5%
Lego sets	6,562,556	12,362,384	↑ 88.4%
Hello kitty	5,287,833	8,772,982	↑ 65.9%
Squishmallows	3,247,447	5,203,595	↑ 60.2%
Bluey	5,611,930	8,378,419	↑ 49.3%
Bath toys	3,284,058	4,606,450	↑ 40.3%
Baby doll	3,531,473	4,742,757	↑ 34.3%
Bubble machine	4,630,450	5,992,232	↑ 29.4%

What are shoppers searching for in Baby Products?

Top Keywords by **Total** Search Volume: Baby Products

These are the top keywords, by search volume, in the Baby category.

Report Date: October 10, 2022 - October 10, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Baby wipes	11,603,863	12,628,300	↑ 8.8%
Diaper bag	7,819,606	9,206,394	↑ 17.7%
Baby	7,318,424	8,618,076	↑ 17.7%
Toddler bed	6,403,796	7,878,925	↑ 23.0%
Baby monitor	7,239,658	7,360,410	↑ 1.7%
Baby gate	7,065,510	6,920,159	↓ 2.1%
Baby swing	5,480,116	6,390,883	↑ 16.6%
Baby essentials	5,440,036	6,272,999	↑ 15.3%
Baby bottles	5,437,095	5,763,795	↑ 6.0%
High chair	5,139,947	5,629,413	↑ 9.5%

Top Keywords with **Growing** Search Volume: Baby Products

The following keywords have experienced the highest YoY growth in search volume within the Baby category.

Report Date: October 10, 2022 - October 10, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Pacifiers	649,979	3,193,240	↑ 391.3%
Baby girl newborn essentials	1,321,606	3,267,142	↑ 147.2%
Bassinet	2,171,416	5,227,898	↑ 140.8%
Baby lounger	1,508,042	2,423,191	↑ 60.7%
Toy box	1,888,168	2,993,174	↑ 58.5%
High chairs for babies and toddlers	1,569,257	2,421,405	↑ 54.3%
Baby bassinet	1,808,098	2,574,649	↑ 42.4%
Wipes	3,501,165	4,757,489	↑ 35.9%
Stroller fan	1,716,827	2,300,200	↑ 34.0%
Baby walker	4,010,690	5,149,277	↑ +28.4%

Sub-Category Spotlight: Building Toys

Size of the prize

Revenue

↑ **22% YoY**

Units Sold

↑ **26% YoY**

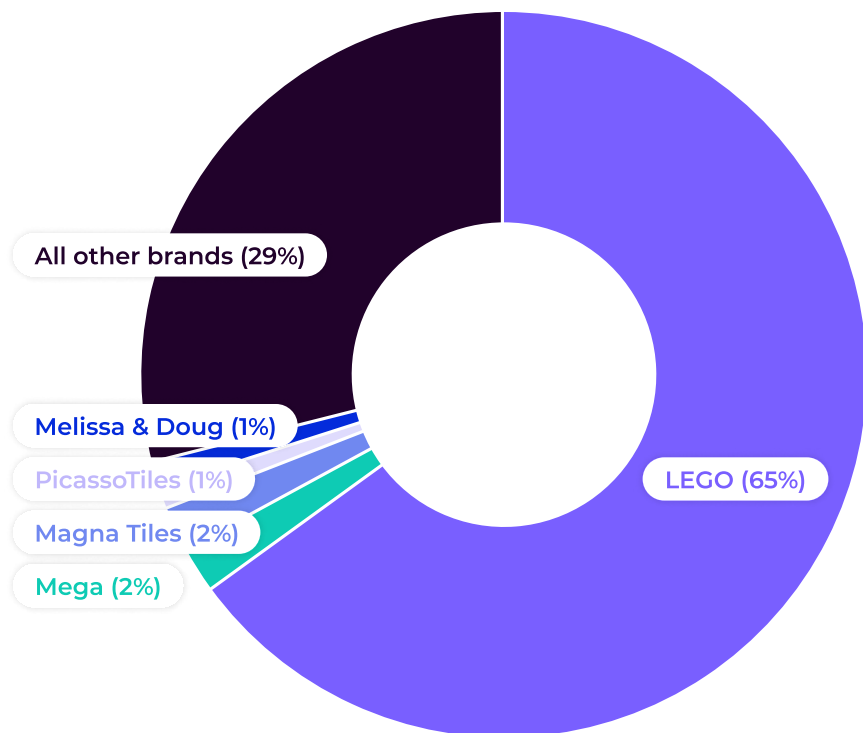
Competing Brands

2k+

Average Price

↑ **2% YoY**

Market Share Leaders in Building Toys



Market growth

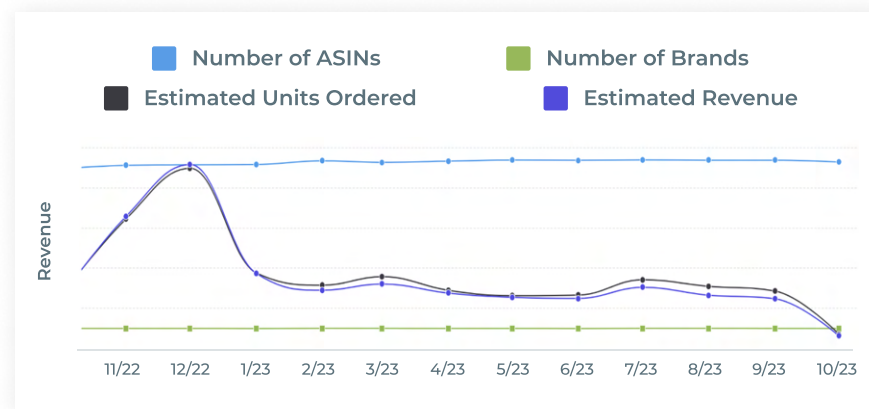


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **72%** of the market share while all others own the remaining **28%**.
- Revenue for 1P sellers has decreased by **8%**, while 3P seller revenue has grown by **38%**.
- The number of brands and ASINs in this market has grown, with a **2%** YoY increase and a **10%** increase, respectively.

Top 3 Building Toys with Growing Sales

These are the top* building toys that have experienced sales and revenue growth on Amazon in the last 30 days.

LEGO Creator 3-in-1 Exotic Parrot, Frog, and Fish Toy

120% increase

in Amazon **revenue** in last 30 days

157% increase

in **unit sales** in last 30 days



LEGO Classic Large Creative Brick Box

23% increase

in Amazon **revenue** in last 30 days

21% increase

in **unit sales** in last 30 days



LEGO Wintertime Polar Bears Kit

11% increase

in Amazon **revenue** in last 30 days

60% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Dolls & Accessories

Size of the prize

Revenue

↑ **11% YoY**

Units Sold

↑ **17% YoY**

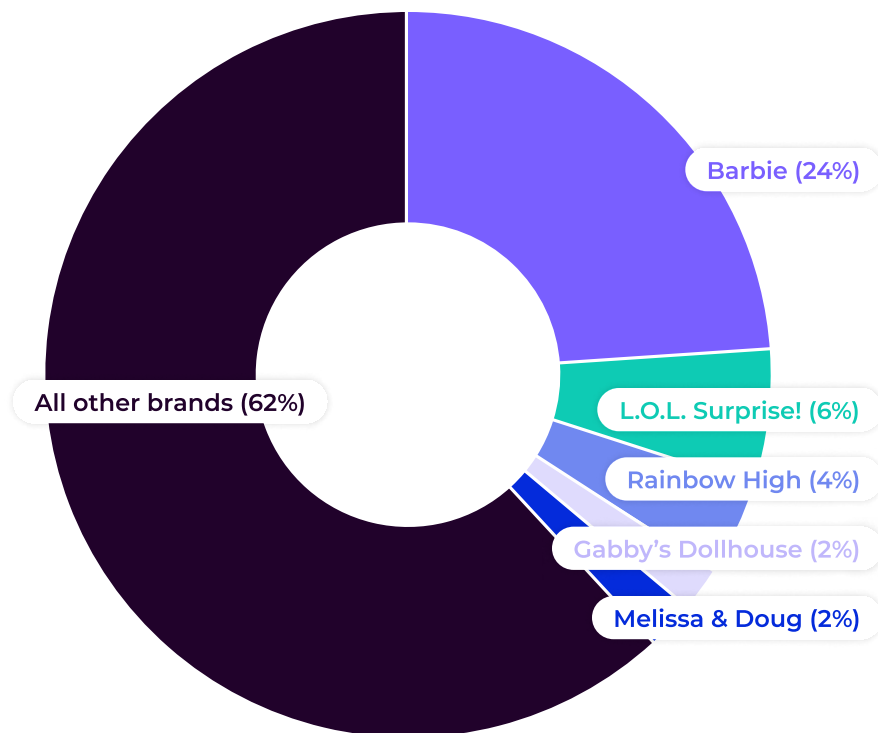
Competing Brands

1.9k+

Average Price

↓ **<1% YoY**

Market Share Leaders in Dolls & Accessories



Market growth

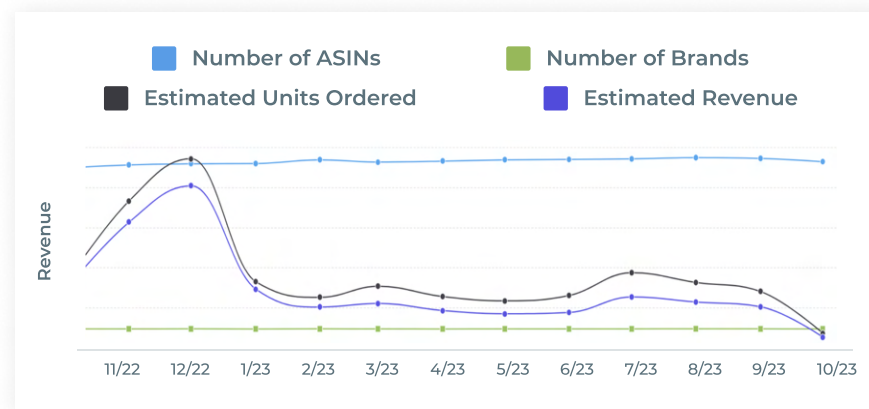


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **38%** of the market share while all others own the remaining **62%**.
- Revenue for 1P sellers has remained steady, increasing by less than **1%**; 3P seller revenue has grown by **34%**.
- The number of brands and ASINs in this market has grown, with a **2%** YoY increase and a **10%** increase, respectively.

Top Doll & Accessories with Growing Sales

These are the top* doll products that have experienced sales and revenue growth on Amazon in the last 30 days.

Mattel Disney Frozen Anna Fashion Doll

61% increase

in Amazon **revenue** in last 30 days

77% increase

in **unit sales** in last 30 days



Gabby's Dollhouse Travel Themed Figure Set

105% increase

in Amazon **revenue** in last 30 days

126% increase

in **unit sales** in last 30 days



Barbie the Move Doll with Gingham Dress

95% increase

in Amazon **revenue** in last 30 days

96% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Dress Up & Pretend Play

Size of the prize

Revenue

↑ **9% YoY**

Units Sold

↑ **16% YoY**

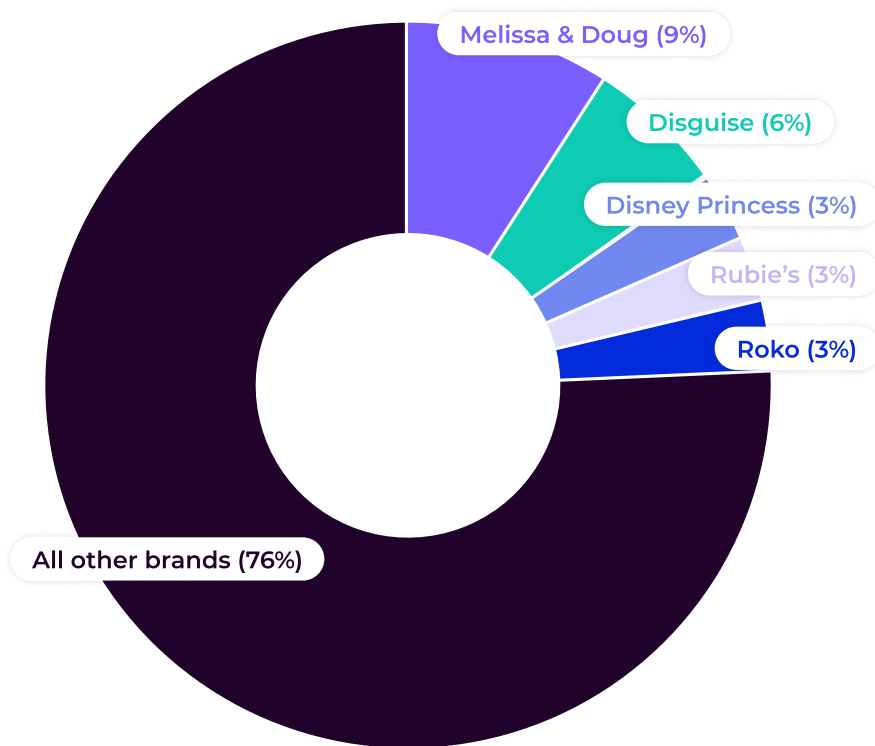
Competing Brands

1.2k+

Average Price

↓ **<1% YoY**

Market Share Leaders in Dress-Up & Pretend Play



Market growth

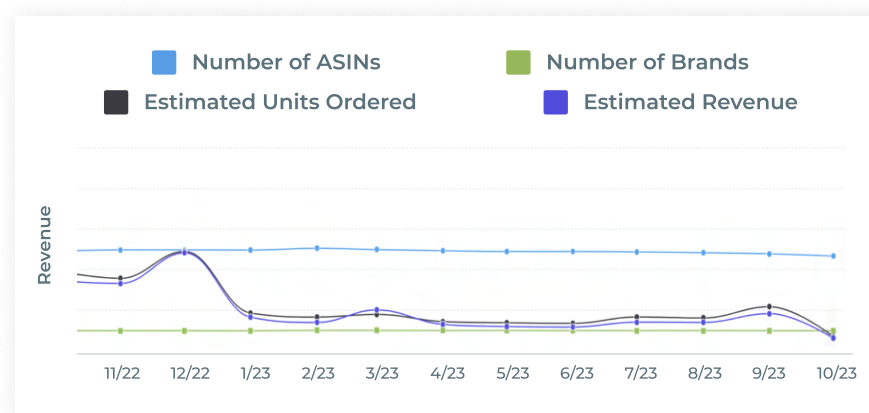


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **24%** of the market share while all others own the remaining **76%**.
- Revenue for 1P sellers has decreased by **10%**, while 3P seller revenue has grown by **12%**.
- The number of brands and ASINs in this market has grown, by **2% YoY** and **4% YoY**, respectively.

Top Dress-Up Products with Growing Sales

These are the top* dress-up products that have experienced sales and revenue growth in the last 30 days.

Disguise Super Mario Costume

173% increase

in Amazon **revenue** in last 30 days

162% increase

in **unit sales** in last 30 days



Barbie Fashionistas Styling Head

285% increase

in Amazon **revenue** in last 30 days

524% increase

in **unit sales** in last 30 days



Princess Dress Up Toys & Jewelry Boutique

81% increase

in Amazon **revenue** in last 30 days

82% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Games & Accessories

Size of the prize

Revenue

↑ **28% YoY**

Units Sold

↑ **29% YoY**

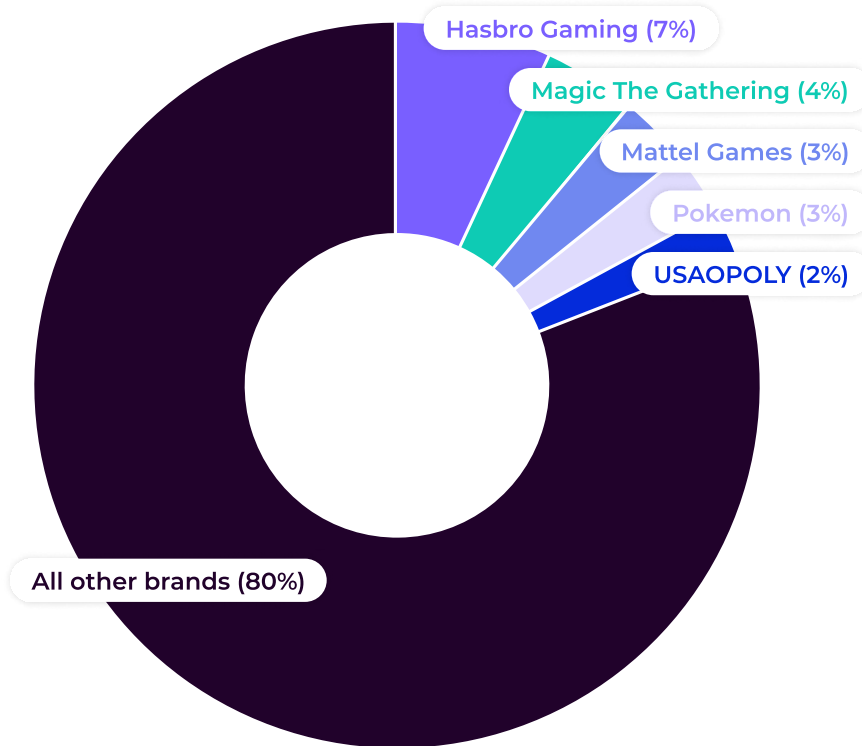
Competing Brands

3.5k+

Average Price

↓ **2% YoY**

Market Share Leaders in Games & Accessories



Market growth

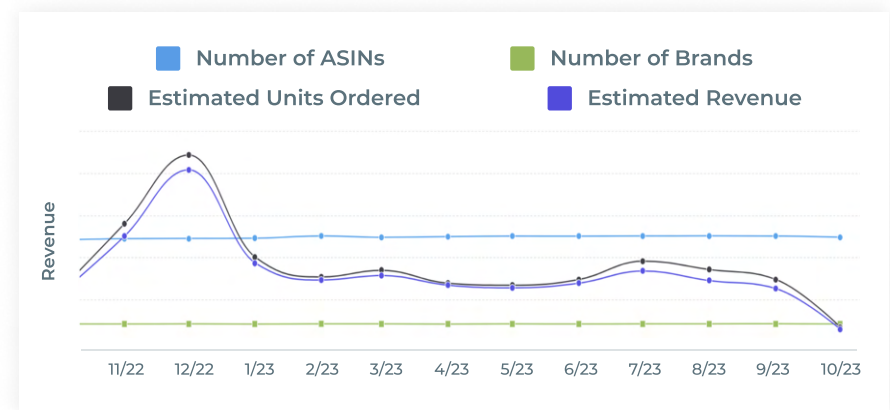


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **20%** of the market share while all others own the remaining **80%**.
- Revenue for 1P sellers has increased by **16%**, while 3P seller revenue has grown by **40%**.
- The number of brands and ASINs in this market has grown, with a **3%** increase and a **6%** increase, respectively.

Top Games & Accessories with Growing Sales

These are the top* games & accessories that have experienced sales and revenue growth in the last 30 days.

Pokemon 50 Card Sets

79% increase

in Amazon **revenue** in last 30 days

26% increase

in **unit sales** in last 30 days



Mattel Games UNO

363% increase

in Amazon **revenue** in last 30 days

417% increase

in **unit sales** in last 30 days



Pokemon Starter Bundle

43% increase

in Amazon **revenue** in last 30 days

41% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Kids' Electronics

Size of the prize

Revenue

↑ **51% YoY**

Units Sold

↑ **53% YoY**

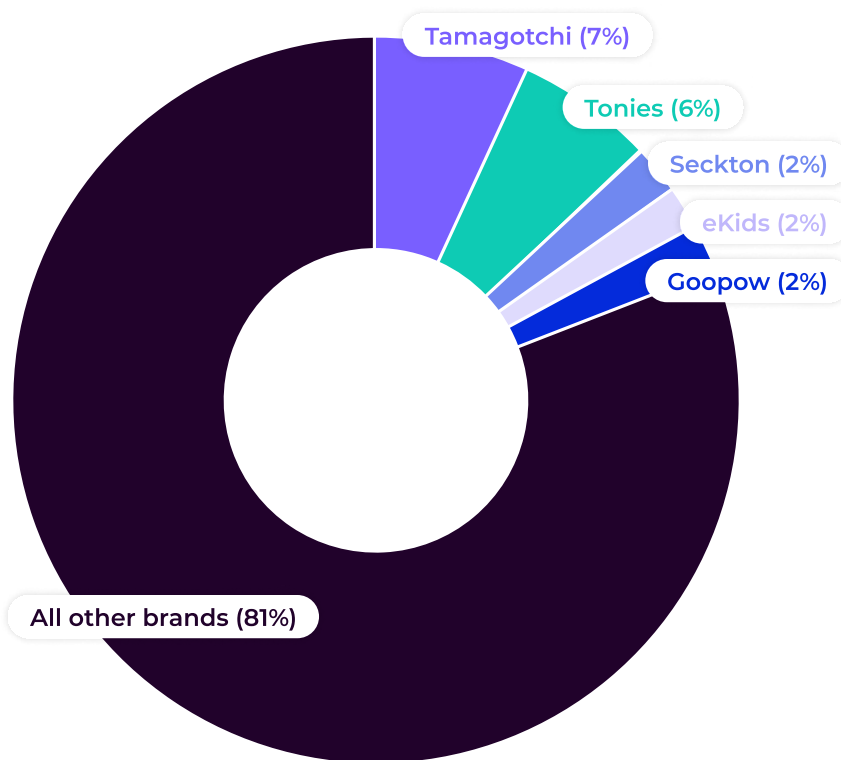
Competing Brands

1.6k+

Average Price

↓ **2% YoY**

Market Share Leaders in Kids' Electronics



Market growth

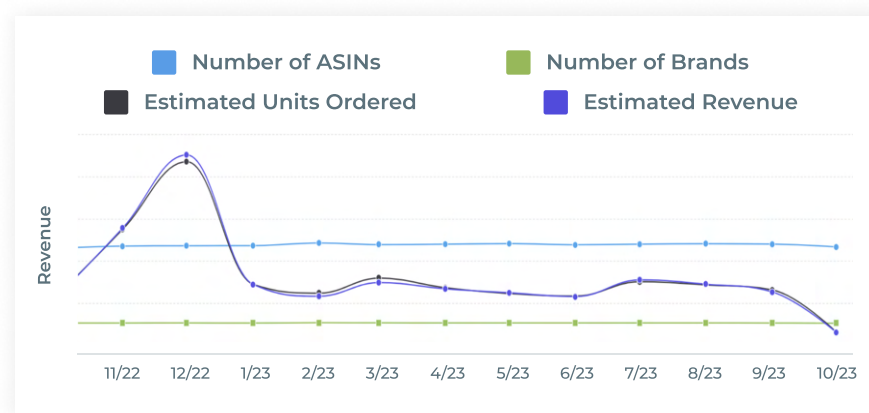


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **19%** of the market share while all others own the remaining **81%**.
- Revenue for 1P sellers has increased by **40%**, while 3P seller revenue has grown by **54%**.
- The number of brands and ASINs in this market has grown, by **2% YoY** and **13% YoY**, respectively.

Top Kids' Electronics Products with Growing Sales

These are the top* kids' electronics that have experienced sales and revenue growth on Amazon in the last 30 days.

Fingerlings Interactive Baby Monkey

28% increase

in Amazon **revenue** in last 30 days

28% increase

in **unit sales** in last 30 days



SuperMomo Handheld Pop Fidget Game

93% increase

in Amazon **revenue** in last 30 days

96% increase

in **unit sales** in last 30 days



ENGUNS Kids Camera

185% increase

in Amazon **revenue** in last 30 days

162% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Learning & Educational Toys

Size of the prize

Revenue

↑ **11% YoY**

Units Sold

↑ **16% YoY**

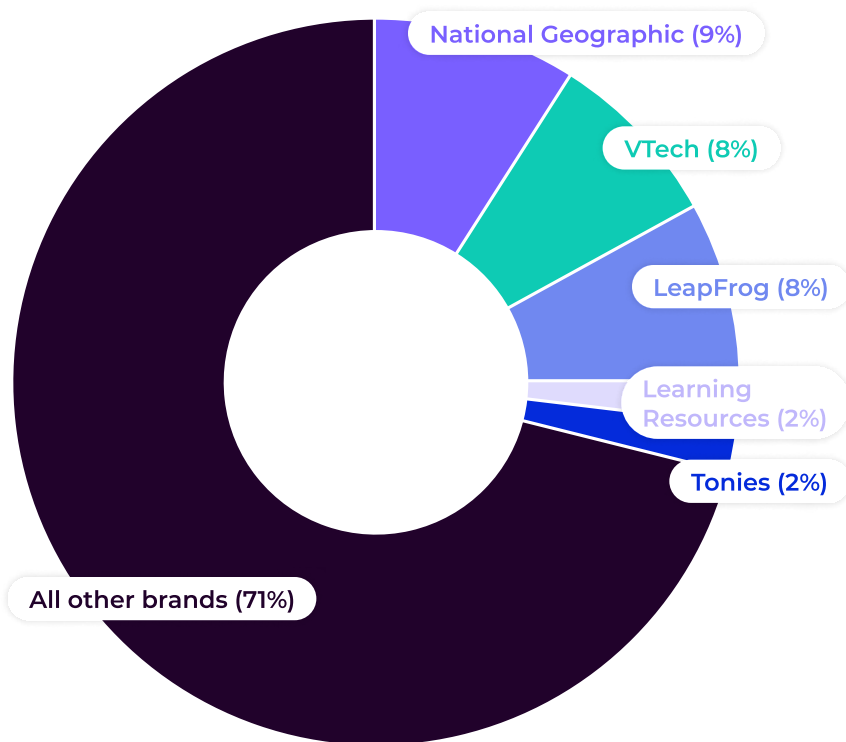
Competing Brands

3.6k+

Average Price

↓ **<1% YoY**

Market Share Leaders in Learning & Educational Toys



Market growth

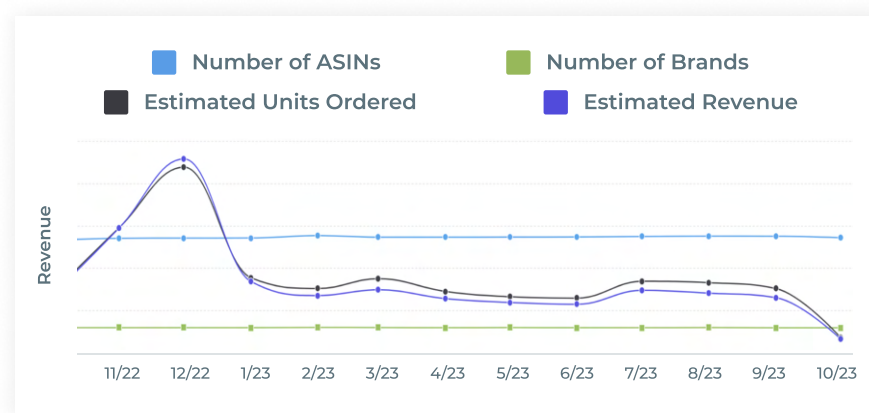


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **29%** of the market share while all others own the remaining **71%**.
- Revenue for 1P sellers has increased by **6%**, while 3P seller revenue has grown by **14%**.
- The number of brands and ASINs in this market has grown, with a **1%** increase and a **7%** increase, respectively.

Top Learning & Educational Toys with Growing Sales

These are the top* learning and educational toys that have experienced sales and revenue growth on Amazon in the last 30 days.

ThinkFun Gravity Maze Marble Run Game

67% increase

in Amazon **revenue** in last 30 days

69% increase

in **unit sales** in last 30 days



VTech Turn and Learn Driver

15% increase

in Amazon **revenue** in last 30 days

15% increase

in **unit sales** in last 30 days



Klutz Lego Gear Bots STEM Activity Kit

15% increase

in Amazon **revenue** in last 30 days

19% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Puzzles

Size of the prize

Revenue

↑ **22% YoY**

Units Sold

↑ **23% YoY**

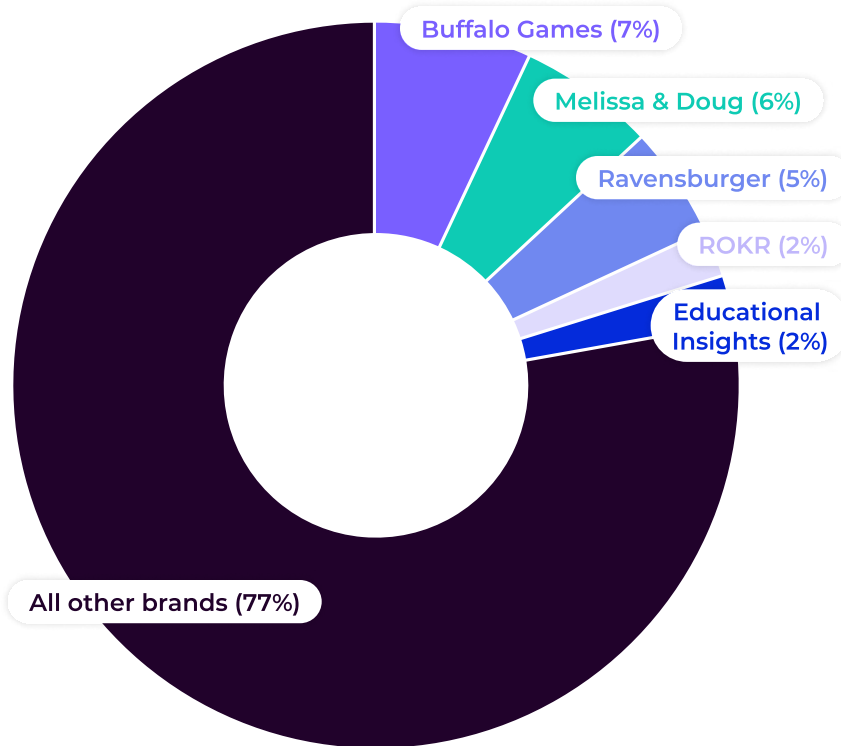
Competing Brands

1.9k+

Average Price

↓ **2% YoY**

Market Share Leaders in Puzzles



Market growth

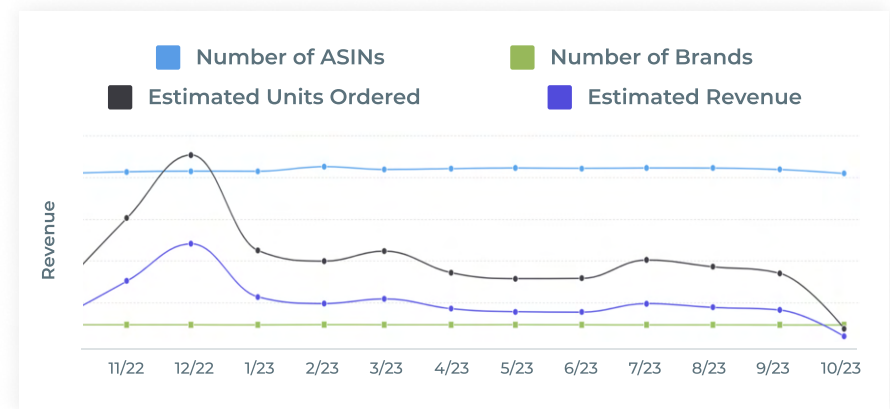


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **23%** of the market share while all others own the remaining **77%**.
- Revenue for 1P sellers has increased by **10%**, while 3P seller revenue has grown by **29%**.
- The number of brands and ASINs in this market has grown, with a **4%** increase and a **6%** increase, respectively.

Top Puzzles with Growing Sales

These are the top* puzzles that have experienced sales and revenue growth on Amazon in the last 30 days.

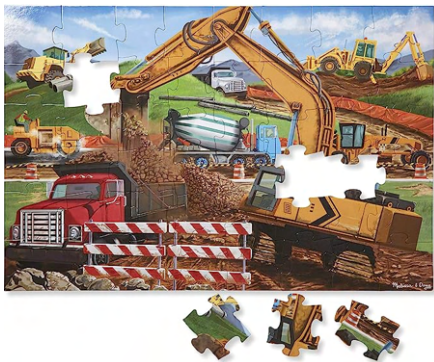
Melissa & Doug Building Site Jumbo Floor Puzzle

8% increase

in Amazon **revenue** in last 30 days

4% increase

in **unit sales** in last 30 days



Melissa & Doug 4-in-1 Wooden Jigsaw Puzzles

22% increase

in Amazon **revenue** in last 30 days

6% increase

in **unit sales** in last 30 days



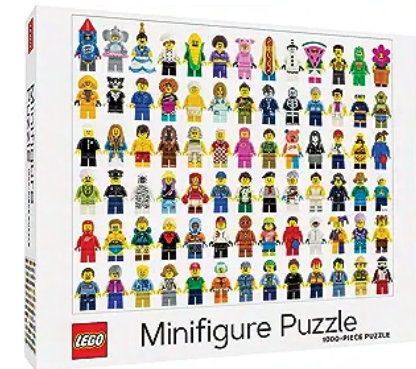
LEGO Minifigure Puzzle

14% increase

in Amazon **revenue** in last 30 days

32% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Remote & App-Controlled Vehicles

Size of the prize

Revenue

↑ **36% YoY**

Units Sold

↑ **36% YoY**

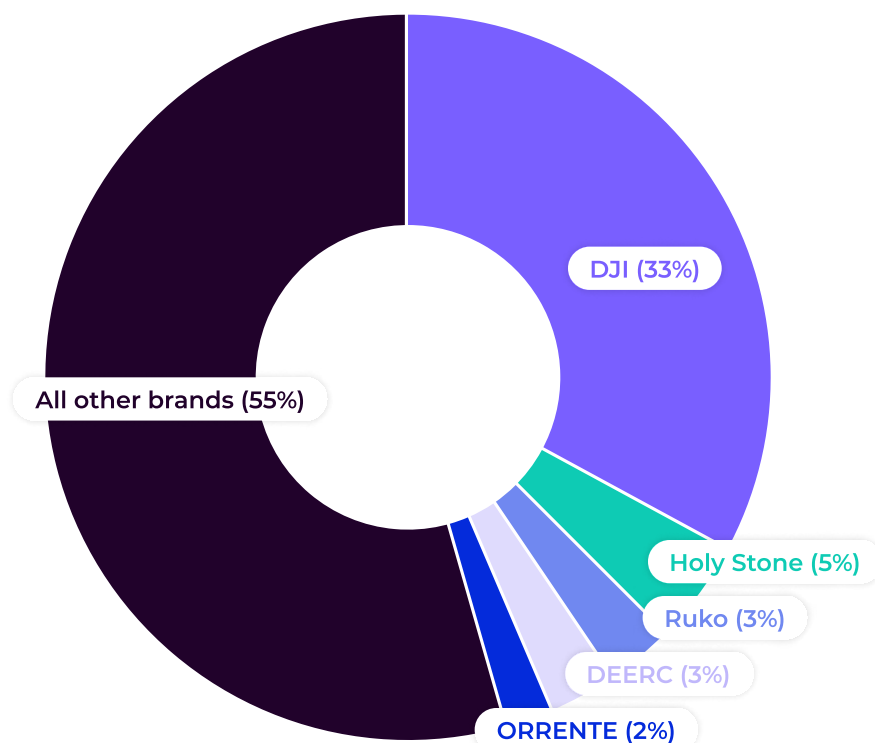
Competing Brands

1.8k+

Average Price

↓ **2% YoY**

Market Share Leaders in Remote & App-Controlled Vehicles



Market growth

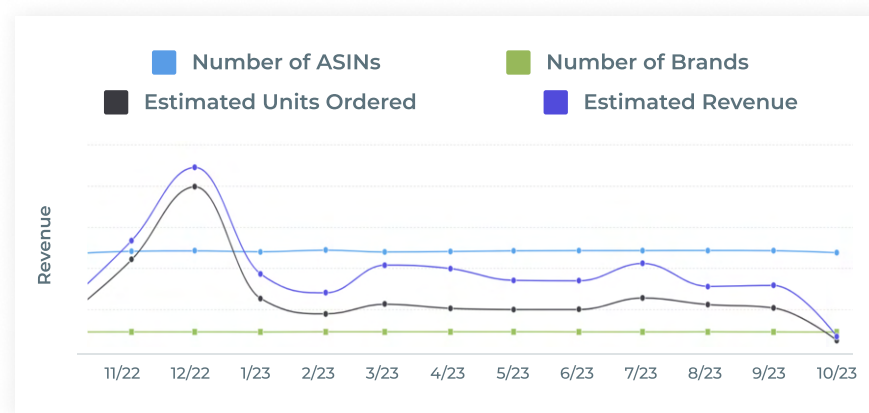


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **45%** of the market share while all others own the remaining **55%**.
- Revenue for 1P sellers has increased by **51%**, while 3P seller revenue has grown by **31%**.
- The number of brands and ASINs in this market has remained steady, with less than a **1%** growth YoY; ASINs in this market have grown, with a **9%** YoY increase.

Top Remote & App-Controlled Vehicles with Growing Sales

These are the top* remote and app-controlled vehicles that have experienced sales and revenue growth on Amazon in the last 30 days.

ORRENTE Fast Stunt RC Car

21% increase

in Amazon **revenue** in last 30 days

16% increase

in **unit sales** in last 30 days



ORRENTE Double-Sided Off Road Stunt RC Car

17% increase

in Amazon **revenue** in last 30 days

14% increase

in **unit sales** in last 30 days



Toyk Dinosaur Toys Track and Car Set

8% increase

in Amazon **revenue** in last 30 days

4% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Sports & Outdoor Play

Size of the prize

Revenue

↑ **32% YoY**

Units Sold

↑ **40% YoY**

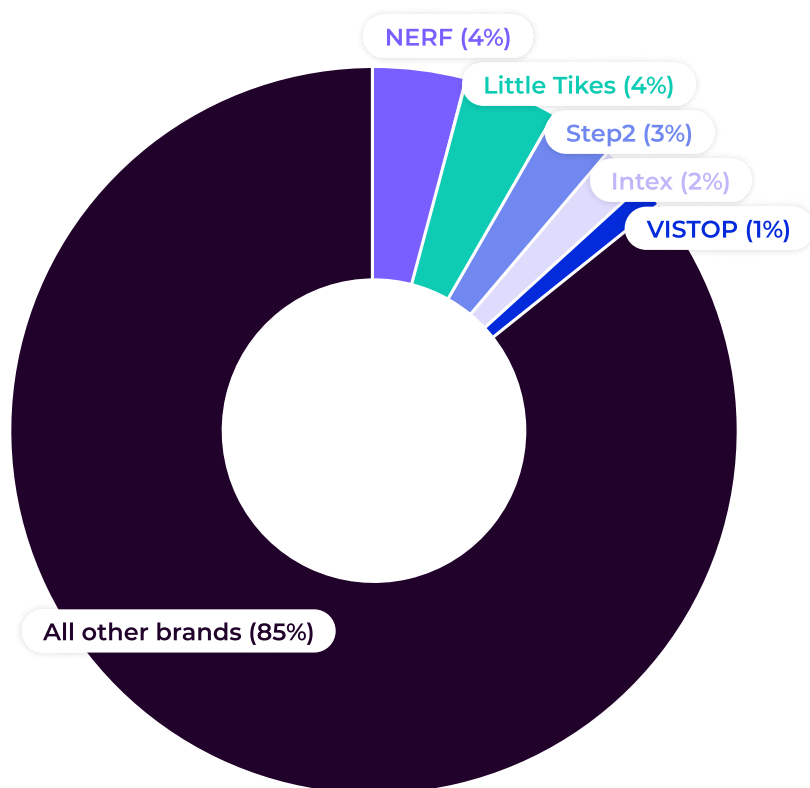
Competing Brands

2.7k+

Average Price

↓ **4% YoY**

Market Share Leaders in Sports & Outdoor Play



Market growth

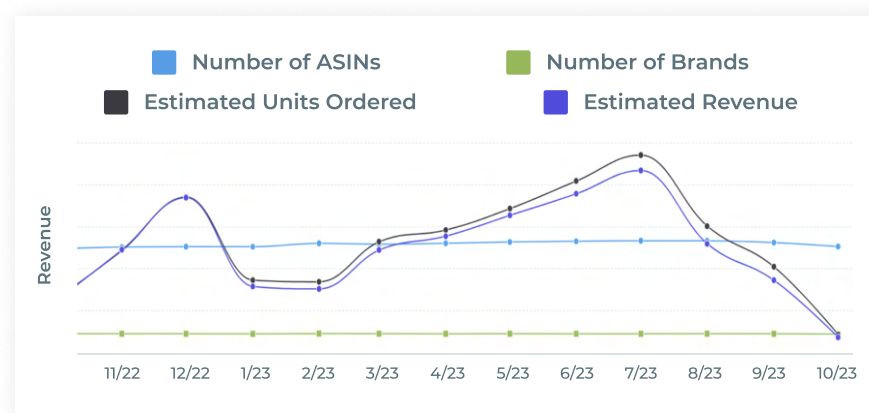


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **15%** of the market share while all others own the remaining **85%**.
- Revenue for 1P sellers has increased by **5%**, while 3P seller revenue has grown by **49%**.
- The number of brands and ASINs in this market has grown, with a **3%** YoY increase and **18%** increase, respectively.

Top Sports & Outdoor Play Products with Growing Sales

These are the top* sports and outdoor play products that have experienced sales and revenue growth on Amazon in the last 30 days.

Franklin Sports Outdoor Pickleballs

2% increase

in Amazon **revenue** in last 30 days

2% increase

in **unit sales** in last 30 days



MindSprout Dino Blasters Rocket Launcher

32% increase

in Amazon **revenue** in last 30 days

79% increase

in **unit sales** in last 30 days



NERF Elite Commander Blaster

30% increase

in Amazon **revenue** in last 30 days

46% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Plush Toys

Size of the prize

Revenue

↑ **58% YoY**

Units Sold

↑ **64% YoY**

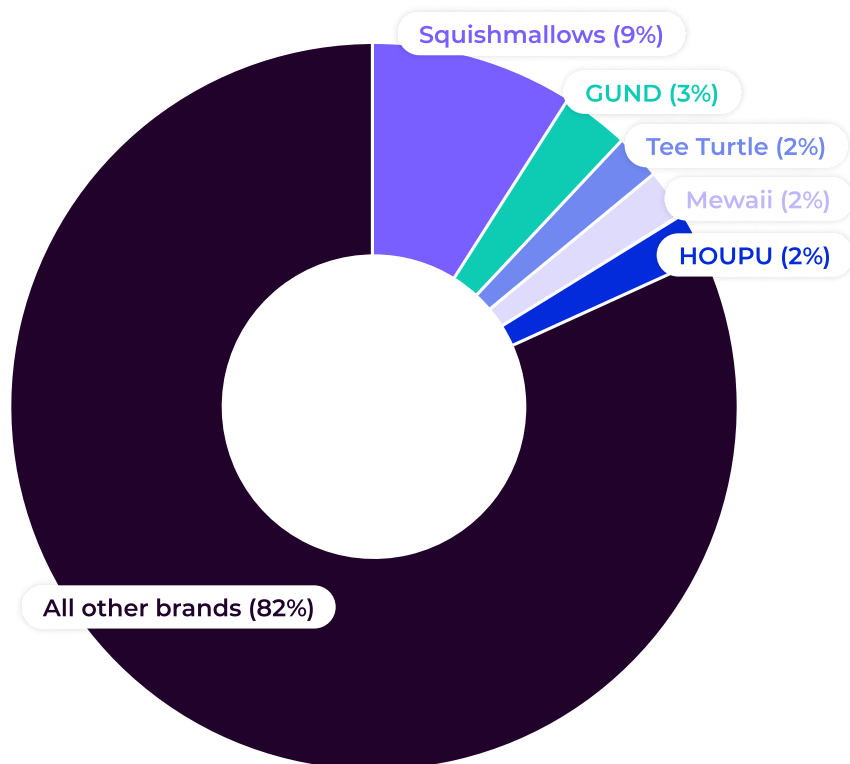
Competing Brands

1.7k+

Average Price

↓ **3% YoY**

Market Share Leaders in Plush Toys



Market growth

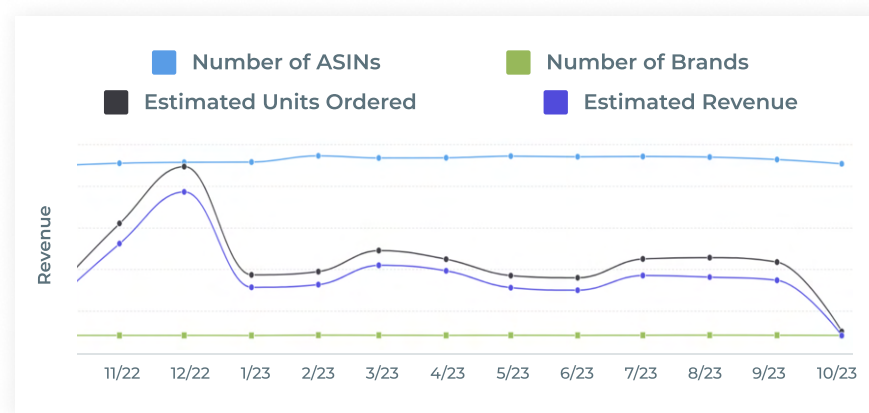


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **18%** of the market share while all others own the remaining **82%**.
- Revenue for 1P sellers has increased by **23%**, while 3P seller revenue has grown by **85%**.
- The number of brands and ASINs in this market has grown, with a **3%** YoY increase and **10%** increase, respectively.

Top Plush Toys with Growing Sales

These are the top* plush toys that have experienced sales and revenue growth on Amazon in the last 30 days.

TeeTurtle Reversible Octopus Plush

9% increase

in Amazon **revenue** in last 30 days

8% increase

in **unit sales** in last 30 days



Wild Republic Huggers Bald Eagle Plush

108% increase

in Amazon **revenue** in last 30 days

100% increase

in **unit sales** in last 30 days



The Elf on the Shelf Storybook and Plush

230% increase

in Amazon **revenue** in last 30 days

183% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Toy Figurines & Playsets

Size of the prize

Revenue

↑ **25% YoY**

Units Sold

↑ **29% YoY**

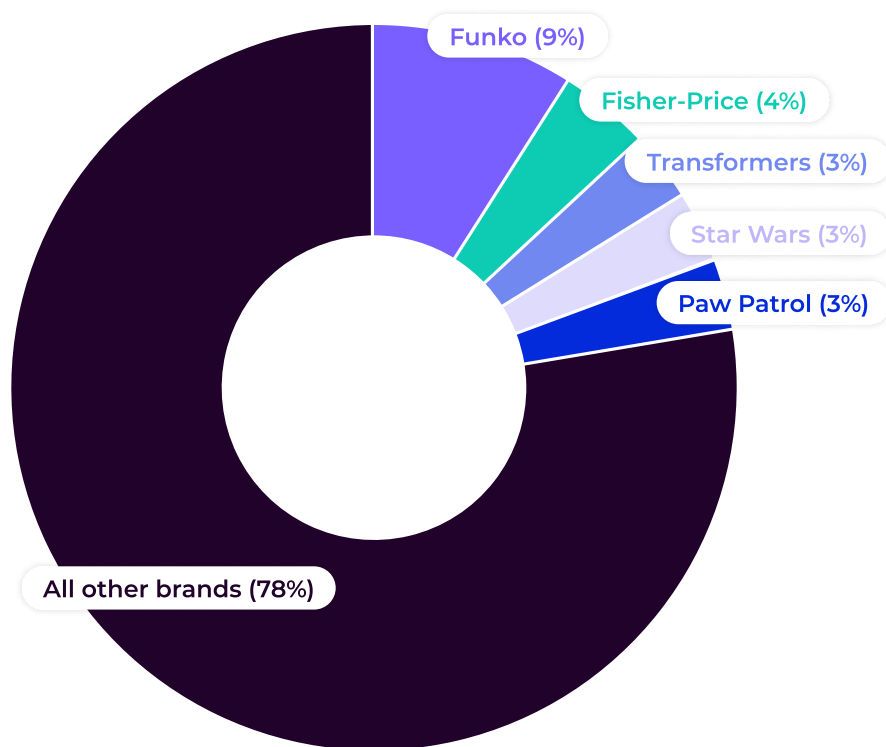
Competing Brands

1.2k+

Average Price

↓ **7% YoY**

Market Share Leaders in Toy Figurines & Playsets



Market growth

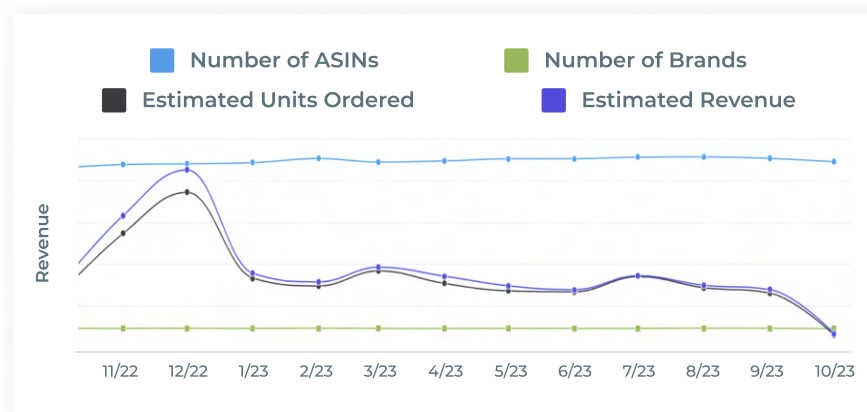


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **22%** of the market share while all others own the remaining **78%**.
- Revenue for 1P sellers has increased by **15%**, while 3P seller revenue has grown by **47%**.
- The number of brands and ASINs in this market has grown, with a **3%** YoY increase and **12%** increase, respectively.

Top Toy Figurines & Playsets with Growing Sales

These are the top* toy figurines and playsets that have experienced sales and revenue growth on Amazon in the last 30 days.

LittlePeople NSYNC Special Edition Set

80% increase

in Amazon **revenue** in last 30 days

78% increase

in **unit sales** in last 30 days



CAT Little Machines Toys

836% increase

in Amazon **revenue** in last 30 days

821% increase

in **unit sales** in last 30 days



Bluey Advent Calendar

44% increase

in Amazon **revenue** in last 30 days

44% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Tricycles, Scooters & Wagons

Size of the prize

Revenue

↑ **41% YoY**

Units Sold

↑ **46% YoY**

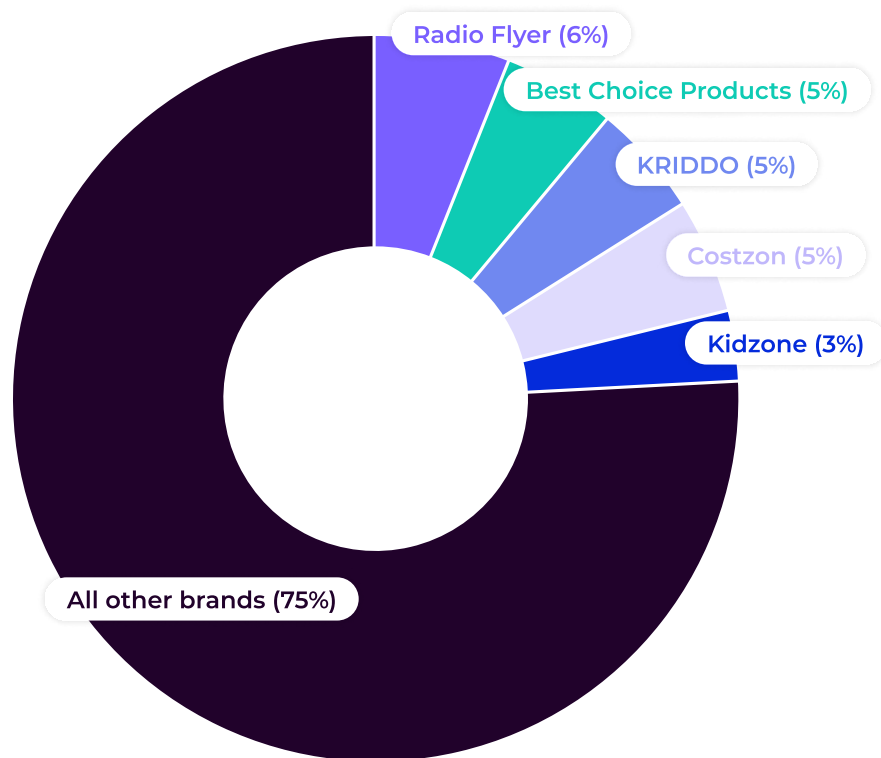
Competing Brands

1.1k+

Average Price

↓ **1% YoY**

Market Share Leaders in Tricycles, Scooters & Wagons



Market growth

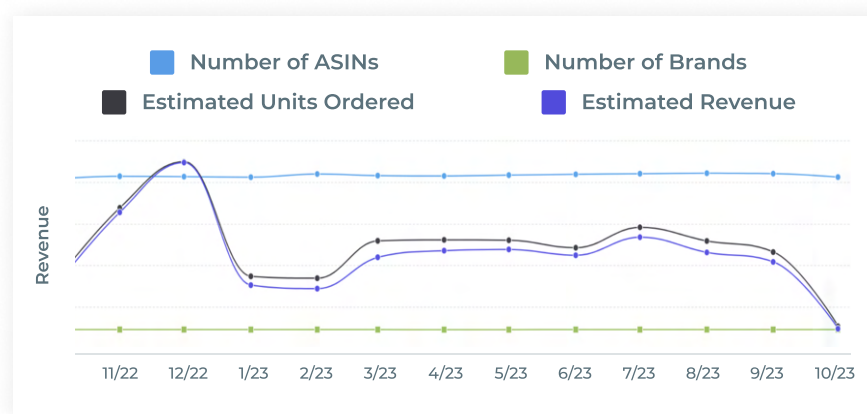


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **25%** of the market share while all others own the remaining **75%**.
- Revenue for 1P sellers has increased by **10%**, while 3P seller revenue has grown by **65%**.
- The number of brands in this market has remained steady, with a less than **1%** increase YoY; the number of ASINs in this market has grown, with an **8%** YoY increase.

Top Tricycles, Scooters & Wagons with Growing Sales

These are the top* tricycles, scooters, and wagons that have experienced sales and revenue growth on Amazon in the last 30 days.

Retrospec Baby Walker Balance Bike

486% increase

in Amazon **revenue** in last 30 days

462% increase

in **unit sales** in last 30 days



Radio Flyer Tinker Truck Ride On Toy

139% increase

in Amazon **revenue** in last 30 days

139% increase

in **unit sales** in last 30 days



Colorful Lighting Baby Balance Bike

18% increase

in Amazon **revenue** in last 30 days

32% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Toy Vehicles

Size of the prize

Revenue

↑ **25% YoY**

Units Sold

↑ **37% YoY**

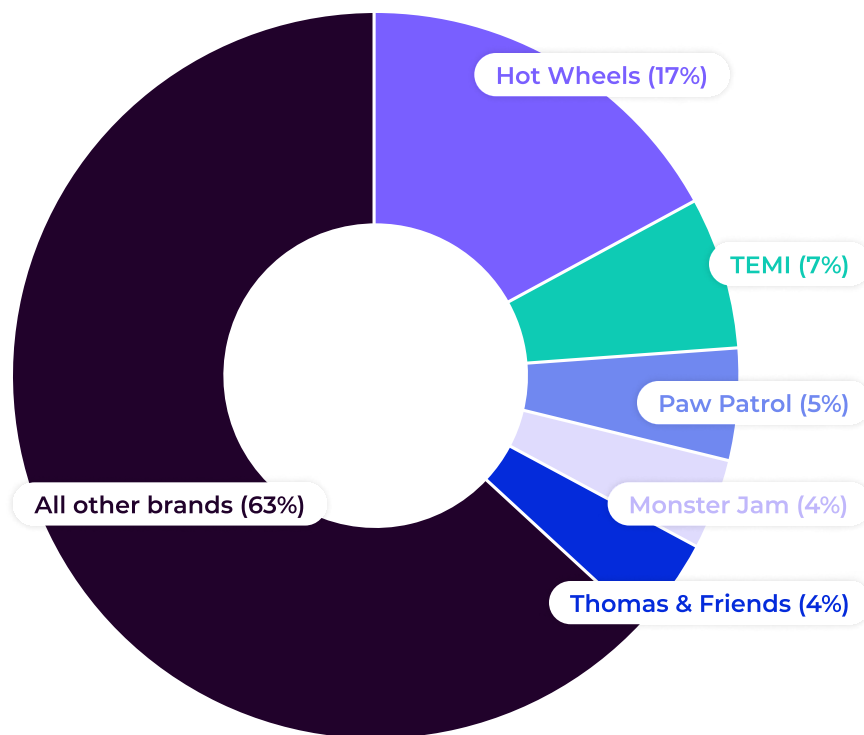
Competing Brands

1.3k+

Average Price

↑ **<1% YoY**

Market Share Leaders in Toy Vehicles



Market growth

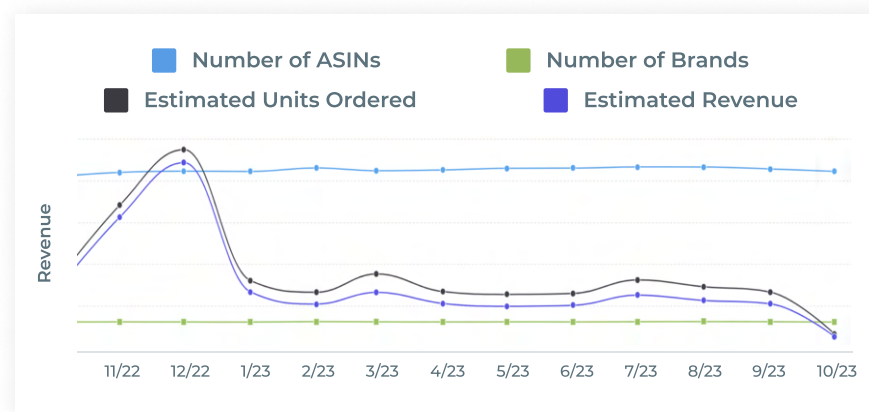


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **37%** of the market share while all others own the remaining **63%**.
- Revenue for 1P sellers has increased by **12%**, while 3P seller revenue has grown by **38%**.
- The number of brands and ASINs in this market has grown, with a **3%** YoY increase and **11%** increase, respectively.

Top Toy Vehicles with Growing Sales

These are the top* toy vehicles that have experienced sales and revenue growth on Amazon in the last 30 days.

Hot Wheels Cars & Trucks Set

30% increase

in Amazon **revenue** in last 30 days

30% increase

in **unit sales** in last 30 days



TEMI Construction Vehicle Toy Set with Play Mat

3,098% increase

in Amazon **revenue** in last 30 days

3,527% increase

in **unit sales** in last 30 days



Melissa & Doug Wooden Train Cars

8% increase

in Amazon **revenue** in last 30 days

4% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Baby & Toddler Toys

Size of the prize

Revenue

↑ **48% YoY**

Units Sold

↑ **48% YoY**

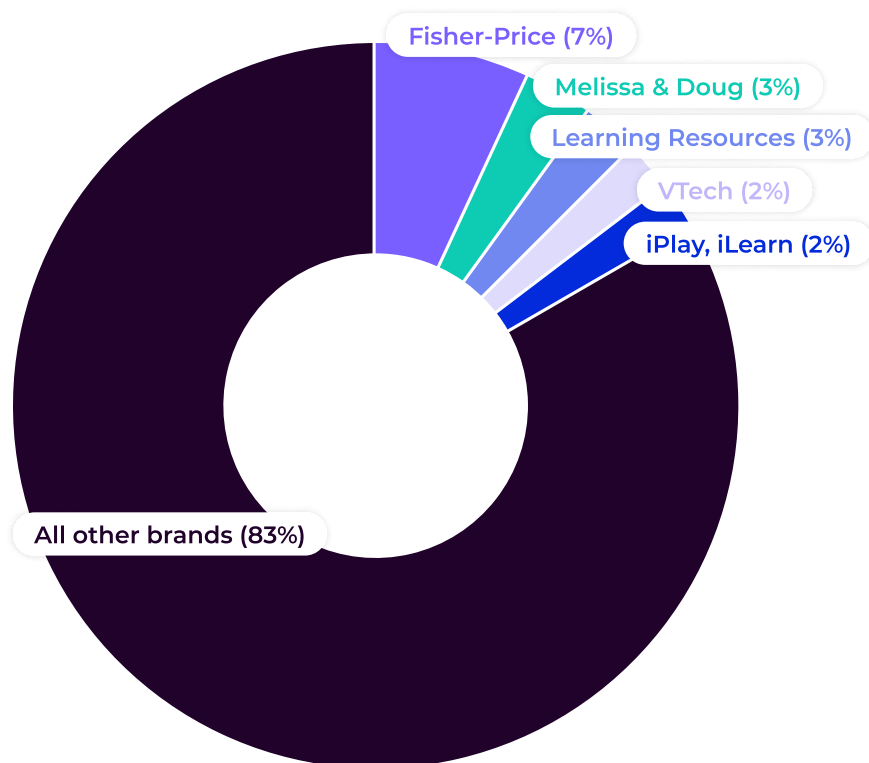
Competing Brands

3.3k+

Average Price

↓ **4% YoY**

Market Share Leaders in Baby & Toddler Toys



Market growth

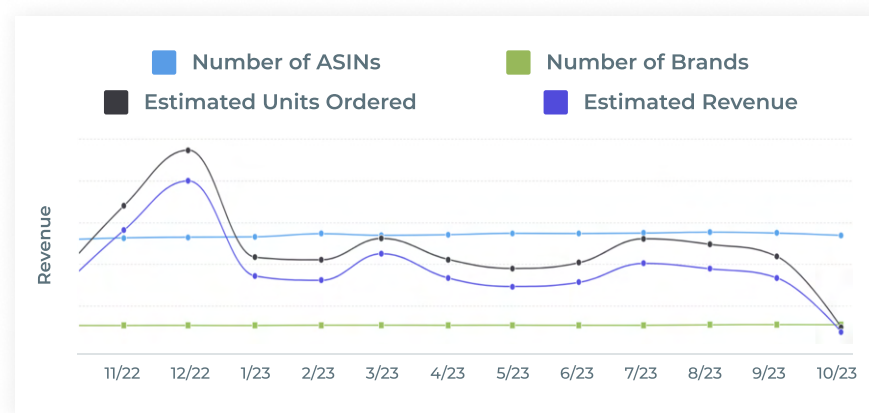


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **17%** of the market share while all others own the remaining **83%**.
- Revenue for 1P sellers has increased by **15%**, while 3P seller revenue has grown by **76%**.
- The number of brands and ASINs in this market has grown, with a **6%** YoY increase and **14%** increase, respectively.

Top Baby & Toddler Toys with Growing Sales

These are the top* baby and toddler toys that have experienced sales and revenue growth on Amazon in the last 30 days.

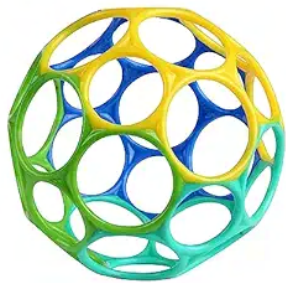
Bright Starts Oball Easy Grip Ball

16% increase

in Amazon **revenue** in last 30 days

16% increase

in **unit sales** in last 30 days



Simple Pop Up Suction Cup Spinner Toy Set

20% increase

in Amazon **revenue** in last 30 days

39% increase

in **unit sales** in last 30 days



Learning Resources Spike the Fine Motor Hedgehog

24% increase

in Amazon **revenue** in last 30 days

18% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Baby Activity & Entertainment Products

Size of the prize

Revenue

↑ **55% YoY**

Units Sold

↑ **51% YoY**

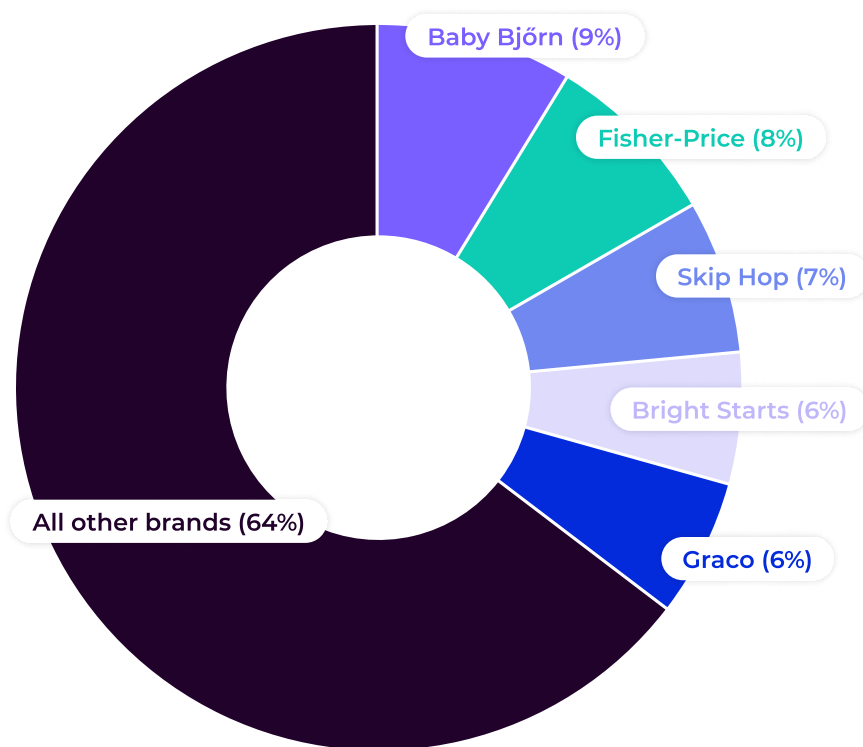
Competing Brands

2.6k+

Average Price

↑ **2% YoY**

Market Share Leaders in Baby Activity & Entertainment



Market growth

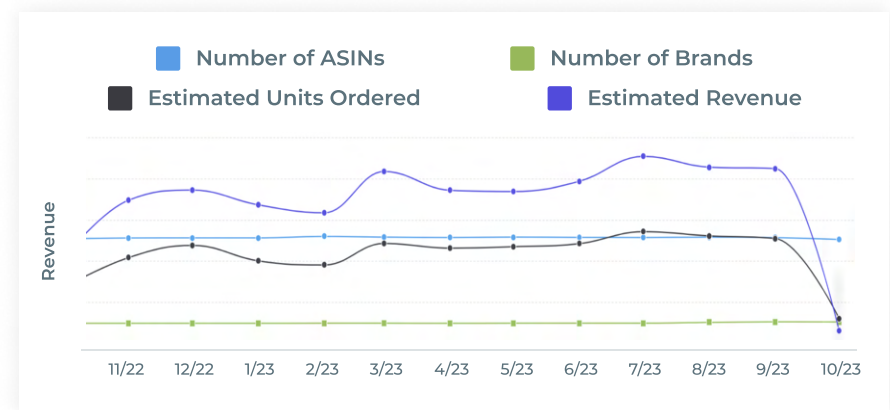


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **36%** of the market share while all others own the remaining **64%**.
- Revenue for 1P sellers has increased by **51%**, while 3P seller revenue has grown by **62%**.
- The number of brands and ASINs in this market has grown, with a **8%** YoY increase and **5%** increase, respectively.

Top Baby Activity & Entertainment Products with Growing Sales

These are the top* baby activity and entertainment products that have experienced sales and revenue growth on Amazon in the last 30 days.

Graco Simple Sway Swing

43% increase

in Amazon **revenue** in last 30 days

58% increase

in **unit sales** in last 30 days



Infinno Inflatable Tummy Time Mat

8% increase

in Amazon **revenue** in last 30 days

23% increase

in **unit sales** in last 30 days



Ingenuity 3-in-1 Baby Bouncer Seat

13% increase

in Amazon **revenue** in last 30 days

17% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Car Seats

Size of the prize

Revenue

↑ **38% YoY**

Units Sold

↑ **30% YoY**

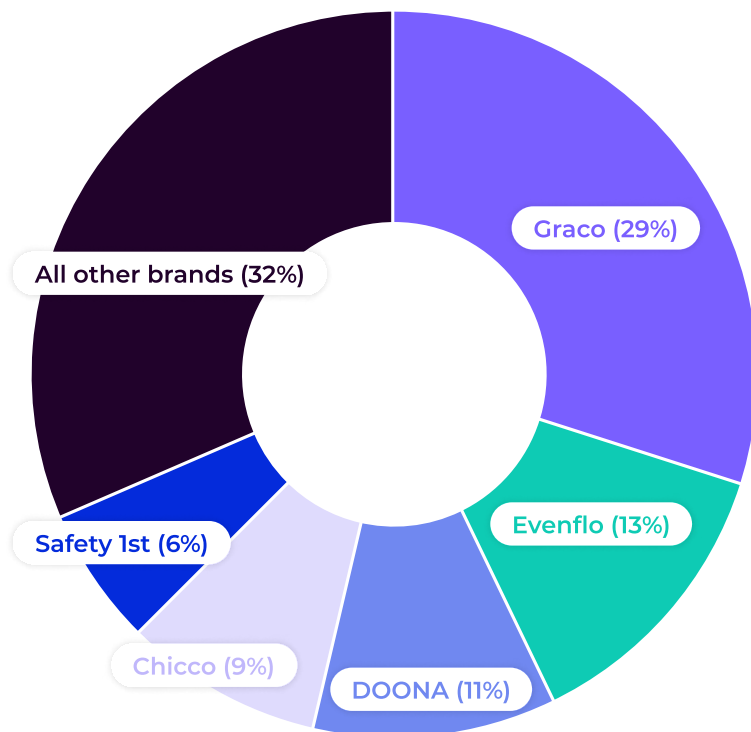
Competing Brands

100+

Average Price

↓ **<1% YoY**

Market Share Leaders in Car Seats



Market growth

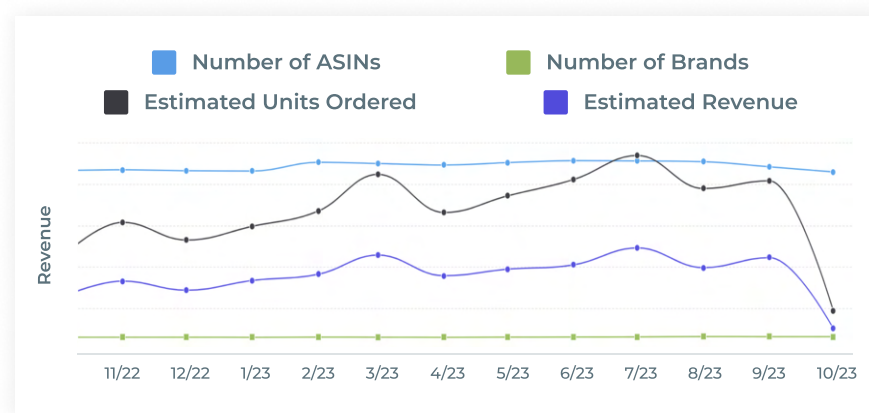


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **68%** of the market share while all others own the remaining **32%**.
- Revenue for 1P sellers has increased by **29%**, while 3P seller revenue has grown by **90%**.
- The number of brands and ASINs in this market has grown, with a **5%** YoY increase and **3%** increase, respectively.

Top Car Seats with Growing Sales

These are the top* car seats that have experienced sales and revenue growth on Amazon in the last 30 days.

Graco SlimFit 3-in-1 Car Seat

19% increase

in Amazon **revenue** in last 30 days

21% increase

in **unit sales** in last 30 days



Graco SnugFit Infant Car Seat

26% increase

in Amazon **revenue** in last 30 days

64% increase

in **unit sales** in last 30 days



Safety 1st Grown and Go Car Seat

28% increase

in Amazon **revenue** in last 30 days

40% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Strollers

Size of the prize

Revenue

↑ **30% YoY**

Units Sold

↑ **37% YoY**

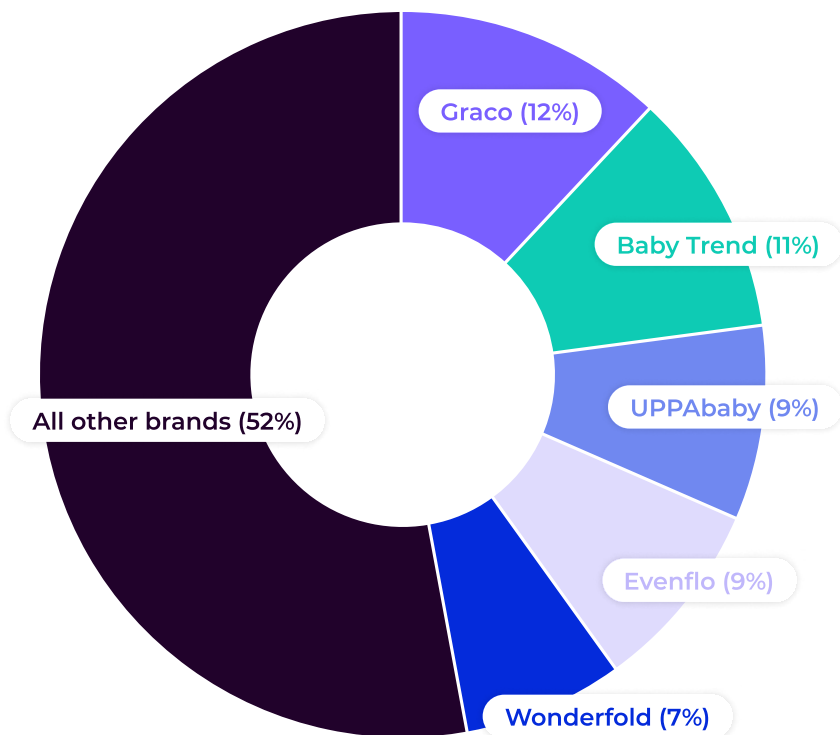
Competing Brands

400+

Average Price

↑ **<1% YoY**

Market Share Leaders in Strollers



Market growth

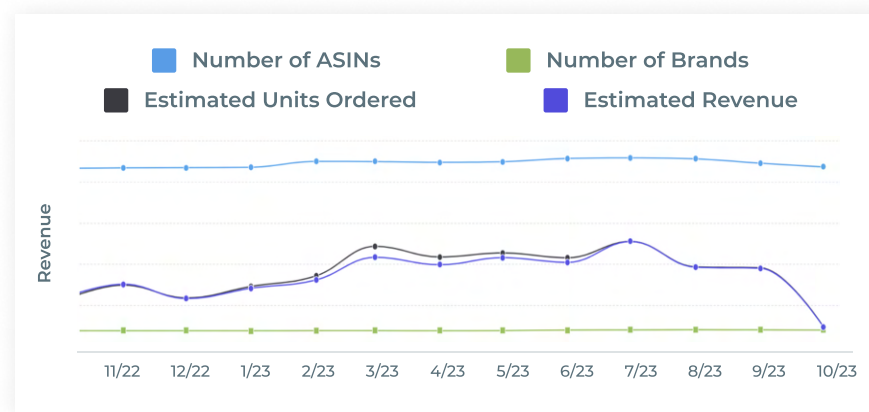


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **48%** of the market share while all others own the remaining **52%**.
- Revenue for 1P sellers has increased by **20%**, while 3P seller revenue has grown by **65%**.
- The number of brands and ASINs in this market has grown, with a **9%** YoY increase and **6%** increase, respectively.

Top Strollers with Growing Sales

These are the top* strollers that have experienced sales and revenue growth on Amazon in the last 30 days.

Graco Modes Nest Travel System

13% increase

in Amazon **revenue** in last 30 days

41% increase

in **unit sales** in last 30 days



Chicco Bravo Trio Travel System

16% increase

in Amazon **revenue** in last 30 days

16% increase

in **unit sales** in last 30 days



Graco SnugRider Elite Car Seat Carrier

46% increase

in Amazon **revenue** in last 30 days

96% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Sub-Category Spotlight: Baby Gifts

Size of the prize

Revenue

↑ **22% YoY**

Units Sold

↑ **27% YoY**

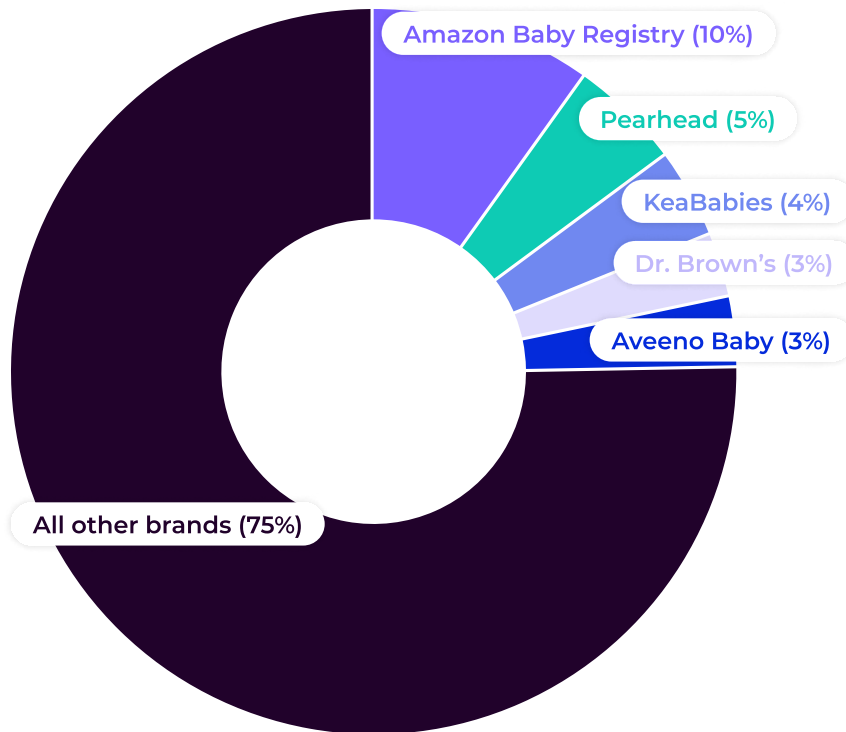
Competing Brands

1.8k+

Average Price

↓ **1% YoY**

Market Share Leaders in Baby Gifts



Market growth

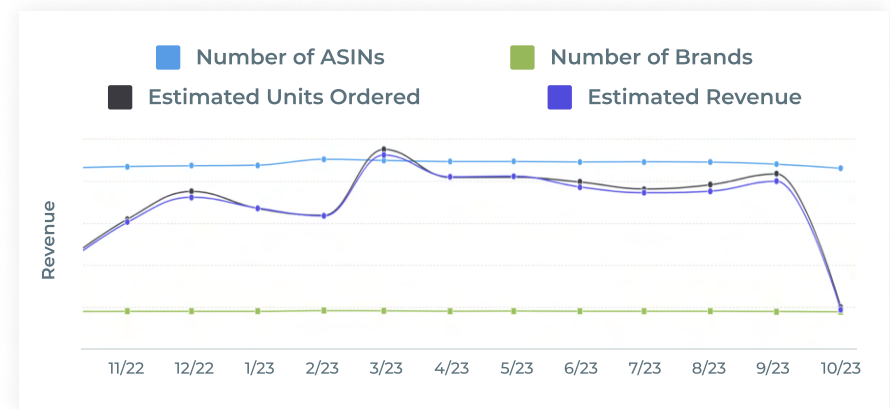


Chart represents sales trends for the top 5 brands in the sub-category, by estimated unit sales

★ INSIGHTS

- The top 5 brands in the category own **25%** of the market share while all others own the remaining **75%**.
- Revenue for 1P sellers has increased by **12%**, while 3P seller revenue has grown by **28%**.
- The number of brands and ASINs in this market has grown, with a **2%** YoY increase and **4%** increase, respectively.

Top Baby Gifts with Growing Sales

These are the top* baby gifts that have experienced sales and revenue growth on Amazon in the last 30 days.

Amazon Baby Registry Welcome Box

5% increase

in Amazon **revenue** in last 30
days

5% increase

in **unit sales** in last 30 days



Spasilk Newborn Washcloth Set

14% increase

in Amazon **revenue** in last 30
days

14% increase

in **unit sales** in last 30 days



Simple Joys by Carter's Babies' Towel & Washcloth Set

7% increase

in Amazon **revenue** in last 30
days

7% increase

in **unit sales** in last 30 days



*By estimated total unit sales between Sept. 10, 2023 - Oct. 9, 2023

Methodology

The data included in this category report was gathered using [Jungle Scout Cobalt](#) and [Jungle Scout Data Cloud](#). This data represents the U.S. marketplace for specified date ranges and filter parameters. Some percentages have been rounded to the nearest whole number.

We encourage you to explore Jungle Scout Cobalt's Toys, Games & Baby Report and to share, reference, and publish the findings with attribution to "Jungle Scout Cobalt" and a link to this page. For more information, specific data requests, media assets, or to reach the report's authors, please contact us at press@junglescout.com.

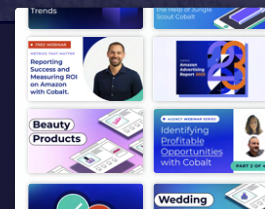
Additional Resources



Learn more about trends impacting Amazon's Baby category in our [Baby Products Data Download report](#).



See how puzzle and game brand Masterpieces, Inc. [increased Amazon sales and search placements by 200%+](#) with Jungle Scout Cobalt.



Visit our [Free Resource Library for Brands and Retailers](#) to access more reports, exclusive guides, webinars, and more.



About Jungle Scout's Solutions for Brands & Retailers

COBALT

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

[Try Cobalt](#) →

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DATA CLOUD

Jungle Scout Data Cloud empowers brands and retailers with an unrestricted, 360-degree view of the Amazon marketplace by providing bulk data on category-level sales estimates, historical search volume, hourly brand share of voice data, and more. Data Cloud offers endless flexibility, allowing businesses to fuel growth by integrating Jungle Scout's industry-leading data into their own internal systems and processes.

[Learn More About Data Cloud](#) →

