Games & Toys

This is one of the smaller categories accounting for just over one per cent share of online purchases. After Christmas, the first six months typically experience subdued growth for games and toys purchases. However, QLD and NSW showed impressive growth, up 5.3% and 2.6% respectively.

**QLD growth**

Queensland growth leads the way nationally with a number of areas contributing to this exceptional growth. Interestingly, a number of these areas also have a higher proportion of their population aged 65+ (on average 3% above national average).

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<tr>
<th>Area</th>
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*Growth figures based on calendar year 2015

**NSW growth**

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**Gearing up for Christmas**

In the lead up to Christmas, the Games & Toys category ramps up. In fact, 38% of all online purchases occur in the October, November and December months.

**Personalised gifting with Tinyme**

Tinyme has been designing, making and selling cute, customised toys for kids since 2006. Co-founder Mike Wilson shares his tips for gifting this year...

**What's hot?**

1. Classic, wooden name puzzles
2. Designer, personalised kids storybooks
3. Custom-made, personalised diaries and calendars
4. Co-ordinated, personalised bag sets

**Top tip for Christmas**

Combining different items – like a backpack, lunch bag, drink bottle and wooden puzzle – all using the same design, colour and choice, is a very different and memorable way to surprise your kids at Christmas.

**Did you know?**

Personalised gift giving has grown by 11.8% in the first six months alone. It’s definitely a trend on the rise.

**Top buying locations**

- Toowoomba QLD 4350
- Point Cook VIC 3030
- Bundaberg QLD 4670

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This information has been prepared by Australia Post using a subset of deliveries in the 6 months to June 2016 compared to the same period last year, unless otherwise stated. Percentage growth and share are based on online purchases. While every effort has been made to ensure the accuracy at the time of publication, Australia Post takes no responsibility for any errors or omissions herein. Australia Post does not accept any liability for any loss or damage incurred by any use of or reliance on any information contained here.