



# Toy Stores

Salience Index 2025

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the Online  
**Toy Stores** Sector.

Want to go beyond the data within?  
Speak to our team, any time, through  
our site or social pages.



# Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

**Brett Janes**  
**Managing Director**  
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# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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**Online Toy Stores** has seen a 9% increase in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

# Traffic Score Findings

## Top 5 winners

01 

02 

03 

04 

05 



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01  JAQUES  
L O N D O N

02  Ravensburger

03  BENTZEN'S  
THE EXPERTS IN QUALITY GOODS

04 IWOOT™

05  TOP  
TOYS  
2U



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
smythstoys.com	1	-	4,462,091	4,303,894	+4%	-6%
lego.com	2	-	1,850,717	1,780,767	+4%	-5%
jellycat.com	3	-	1,260,256	841,260	+50%	+41%
thetoyshop.com	4	-	735,215	746,815	-2%	-11%
disneystore.co.uk	5	-	407,448	308,413	+32%	+23%
elc.co.uk	6	-	208,749	204,283	+2%	-7%
tonies.com	7	-	193,427	165,836	+17%	+7%
smiggle.co.uk	8	-	164,877	154,534	+7%	-3%
my1styears.com	9	+1	152,393	124,737	+22%	+13%
shopping.mattel.com	10	-1	151,362	128,167	+18%	+9%
magicmadhouse.co.uk	11	-	148,953	123,886	+20%	+11%
hamleys.com	12	-	138,387	122,087	+13%	+4%
buildabear.co.uk	13	+3	118,788	92,497	+28%	+19%
funkoeurope.com	14	-1	117,963	117,793	-	-9%
bakerross.co.uk	15	+6	102,824	65,492	+57%	+48%
toysrus.co.uk	16	-1	96,104	96,269	-	-9%
pokemoncenter.com	17	-	92,623	83,146	+11%	+2%
iwantoneofthose.com	18	-4	89,902	97,879	-8%	-17%
bargainmax.co.uk	19	+1	79,757	67,240	+19%	+9%
board-game.co.uk	20	-1	74,962	70,386	+7%	-3%
yotoplay.com	21	-3	70,449	72,917	-3%	-13%
scandiborn.co.uk	22	+6	66,800	45,834	+46%	+36%
uk.hornby.com	23	-1	64,808	63,043	+3%	-6%
peppapigworld.co.uk	24	-	57,855	56,897	+2%	-8%
chaoscards.co.uk	25	-2	56,352	57,945	-3%	-12%
littletikes.co.uk	26	-1	55,950	55,546	+1%	-9%
uk.airfix.com	27	-1	51,283	51,722	-1%	-10%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
vtech.co.uk	28	+3	45,991	42,693	+8%	-2%
thekidcollective.co.uk	29	+4	40,574	34,768	+17%	+7%
shop.hasbro.com	30	-	40,513	44,015	-8%	-17%
goblingaming.co.uk	31	+4	40,038	34,193	+17%	+8%
ravensburger.co.uk	32	-3	36,184	45,739	-21%	-30%
bigjigstoys.co.uk	33	-1	35,899	36,365	-1%	-11%
playmobil.com	34	+6	35,606	27,011	+32%	+23%
cherry-lane.co.uk	35	-1	35,311	34,205	+3%	-6%
shop.zapfcreation.co.uk	36	+5	31,199	24,752	+26%	+17%
jaqueslondon.co.uk	37	-10	29,344	50,179	-42%	-51%
leapfrog.com	38	+1	28,870	29,138	-1%	-10%
uk.scalextric.com	39	-2	28,734	29,973	-4%	-13%
orchardtoys.com	40	+3	28,178	24,145	+17%	+7%
sylvanianfamilies.co.uk	41	+4	27,836	21,711	+28%	+19%
schleich-s.com	42	+4	27,835	20,866	+33%	+24%
plumplay.co.uk	43	-7	27,075	33,074	-18%	-27%
brightminds.co.uk	44	-6	26,377	29,780	-11%	-21%
rcgeeks.co.uk	45	+8	24,878	12,891	+93%	+84%
toysforapound.com	46	-4	23,062	24,181	-5%	-14%
365games.co.uk	47	+2	21,975	17,404	+26%	+17%
firestormgames.co.uk	48	-	20,328	18,519	+10%	-
poundfun.com	49	+30	19,577	7,325	+167%	+158%
wowowtoys.co.uk	50	-6	18,777	22,703	-17%	-27%
farmtoysonline.co.uk	51	-4	17,955	19,895	-10%	-19%
mulberrybush.co.uk	52	-1	16,330	15,047	+9%	-1%
winningmoves.co.uk	53	+2	16,079	11,726	+37%	+28%
kidsstuffforless.uk	54	+5	14,815	9,958	+49%	+39%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
heyduggee.com	55	-3	14,772	14,384	+3%	-7%
shop.sciencemuseum.org.uk	56	-2	14,504	12,528	+16%	+6%
character-online.com	57	+1	13,117	10,432	+26%	+16%
steiff.com	58	+3	12,922	9,443	+37%	+28%
adventuretoys.co.uk	59	-9	12,326	15,296	-19%	-29%
toytownstores.com	60	+5	11,950	8,782	+36%	+27%
toystreet.co.uk	61	-4	11,667	10,593	+10%	+1%
brio.co.uk	62	-6	10,858	11,598	-6%	-16%
smallkins.com	63	+37	10,362	5,041	+106%	+96%
argosytoys.co.uk	64	+74	9,404	2,059	+357%	+347%
shop.minecraft.net	65	+8	9,182	7,837	+17%	+8%
indemandtoys.co.uk	66	-2	8,907	9,070	-2%	-11%
carmodelstore.co.uk	67	+36	8,831	4,885	+81%	+71%
galttoys.com	68	+18	8,571	6,582	+30%	+21%
tokyotoys.com	69	+11	8,446	7,283	+16%	+7%
plushpaws.co.uk	70	-2	8,420	8,437	-	-9%
theonlinetoystore.co.uk	71	+4	8,322	7,475	+11%	+2%
spinmaster.com	72	+10	8,003	7,256	+10%	+1%
drtoymaster.co.uk	73	+47	7,887	3,222	+145%	+136%
coconuttoysandfancydress.com	74	+43	7,245	3,378	+114%	+105%
abgee.co.uk	75	-5	7,168	8,054	-11%	-20%
littlewhispers.co.uk	76	+23	7,165	5,164	+39%	+29%
kidsstufftoys.co.uk	77	+33	6,935	4,254	+63%	+54%
swingball.co.uk	78	+3	6,933	7,263	-5%	-14%
tinknstink.co.uk	79	-2	6,806	7,447	-9%	-18%
howleys.co.uk	80	+10	6,796	6,011	+13%	+4%
woodentoyshop.co.uk	81	-21	6,762	9,676	-30%	-39%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Feb 2025	Traffic score Aug 2024	YoY Change	Compared to Market
thetoybarn.co.uk	82	-6	6,683	7,465	-10%	-20%
educationaltoys.co.uk	83	+14	6,634	5,277	+26%	+16%
wrestlingshop.com	84	+4	6,621	6,406	+3%	-6%
kineticsand.com	85	+2	6,505	6,475	-	-9%
carz4kidz.co.uk	86	-12	6,348	7,810	-19%	-28%
playpolis.co.uk	87	-16	6,302	7,997	-21%	-30%
store.paddington.com	88	-26	6,062	9,240	-34%	-44%
themagictoysshop.co.uk	89	-4	5,990	6,820	-12%	-21%
rccarshop.co.uk	90	+6	5,771	5,309	+9%	-1%
lovevery.co.uk	91	+11	5,686	4,915	+16%	+6%
uk.tomy.com	92	-8	5,682	7,122	-20%	-30%
lankakade.co.uk	93	-26	5,668	8,745	-35%	-44%
shopdisney.co.uk	94	+110	5,638	64	+8709%	+8700%
shop.jacstores.co.uk	95	+21	5,583	3,623	+54%	+45%
jcbexplore.com	96	+13	5,578	4,277	+30%	+21%
toydip.com	97	-8	5,447	6,291	-13%	-23%
uk.hape.com	98	+9	5,442	4,340	+25%	+16%
toymaster.co.uk	99	-7	5,406	5,687	-5%	-14%
hamabeads.com	100	+1	5,195	4,970	+5%	-5%

**Industry  
Variance**  
**+9%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 9% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Awards

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**





**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
lego	823000	8%
jelly cat	450000	140%
smyths toys	450000	18%
hamleys	135000	35%
sylvanian families	74000	5%
tonies	60500	22%
magic mad house	60500	22%
chaos cards	40500	21%
funko europe	33100	13%
pokemon center	18100	221%
firestorm games	12100	23%
cherry lane	8100	29%
rc geeks	2400	20%
pound fun	1600	25%
jaques london	1600	26%
zapf creation	1000	84%
yoto play	320	9%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
fidget toys	110000	5%
toy shop	40500	13%
toy store	27100	43%
rc drift car	6600	11%
toy dragons	4400	13%
tops spinner	4400	7%
rc car store near me	3600	23%
fidget toys for adults	2900	44%
duck toy	2900	23%
remote control car shop near me	1900	33%
descendants toys	1300	247%
mini rc buggy	1300	29%
mini rc drift car	1000	67%
remote control truck for adults	1000	24%
radio control stunt car	1000	23%
wall climbing car	880	61%
monster truck rc car	880	70%
fast remote control trucks	880	44%
magnetic building tiles	720	59%
3d printed fidget toy	480	505%
rc bumper cars	480	20%
squishy fidgets	390	78%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
fidget worm	320	215%
fidget dragon	170	303%
dragon fidget toy	170	238%
keyboard fidget toy	170	175%
stress cube	170	269%
shop toys near me	140	615%
adult board games for couples	110	1583%
speaking cactus toy	90	2178%

## Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
build a bear	246000	-7%
smiggle	135000	-12%
toys r us	90500	-8%
baker ross	60500	-18%
play mobil	49500	-18%
scalextric	40500	-11%
bargain max	27100	-44%
my 1st years	22200	-4%
toys for a pound	18100	-40%
scandiborn	18100	-40%
leap frog	18100	-18%
little tikes	18100	-5%
the toy shop	14800	-25%
hasbro	14800	-18%
mattel	14800	-11%
goblin gaming	12100	-29%
vtech	12100	-18%
elc	12100	-16%
orchard toys	9900	-13%
big jigs toys	5400	-18%
i want one of those	5400	-19%
ravensburger	4400	-18%
365 games	4400	-24%
bright minds	2400	-30%
wowow toys	480	-13%

Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
toy shop near me	27100	-18%
kids toys	27100	-9%
outdoor toys	27100	-11%
fidget spinner	27100	-6%
dolls pram	22200	-9%
hatchimals hatchy	18100	-39%
djungelskog	18100	-38%
toys for girls	12100	-65%
infinity cube	9900	-29%
toy store near me	9900	-9%
toys for boys	8100	-50%
family board games	6600	-17%
childrens toys	6600	-15%
squishmallows large	5400	-50%
paper doll	5400	-28%
cheap toys	5400	-26%
radio controlled cars	5400	-18%
board games for adults	5400	-9%
fidget pen	4400	-28%
dolls with clothes	4400	-19%
2 person board games	3600	-18%
cool board games for adults	3600	-18%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
half price toy sale	2900	-60%
wooden food toys	2900	-19%
barbie rc	2400	-33%
the magic toy shop	1900	-46%
style head doll	1600	-32%
christmas soft toys	1300	-27%
toy galaxy	720	-75%
magnetic fidget pen	720	-44%

 **Lego** is dominating the  
brand search game.

**This is far more than  
technical SEO  
fundamentals, achieving  
this requires a full frontal  
assault on search.**

**Brett Janes**  
**Managing Director**

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[Book a Chat](#)



# Ooo Nice Clients...

**Dreams**

**carpetright.**

*Lindt* 

HARVEY MARIA®  
— FABULOUS FLOORS —

**sunny**

 **early  
learning  
centre**

**PÂTISSERIE  
VALERIE**

  
**FLOORING KING**

  
**The Entertainer**  
TheToyShop.com

PAPIER

 **BRITA®**

 **JUSTMYLOOK**

  
**TOTALLY wicked®**

**LiveScoreBet™**

  
healthspan

**PORCELANOSA**



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links



# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

**Come across any head-scratchers in this report so far?**

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?



// **Salience.**