

# HMAVIEWPOINT

## Expand Your Market with Games and Specialty Toys



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**T**raditional hobbies including RC, trains and model kits have been the lifeblood of hobby shops for as long as most of us have been in the business.

In many instances, store sales have contracted due to ever-changing market forces such as internet competition, lack of new customers and reduced purchases by existing customers as their interest wanes.

There are numerous opportunities to increase revenue, improve margins and expand your demographics by adding products outside traditional hobby offerings. Games and specialty toys are easy additions to existing products without the need to add more space or more employees.

These additional categories generally offer better margins than many traditional hobby items and entice additional family members to visit your store more frequently. Board and role-playing games (RPGs) provide an opportunity to run family game nights, building sessions and tournaments. RPGs have the added benefit of increasing sales of paints, tools and terrain (scenery) products. Specialty toys offer opportunities for additional birthday and holiday purchases and getting fresh eyes on traditional hobby items.

More frequent store visits equate to increased sales. While game and specialty toy items may have smaller average tickets, they also generally have larger margins and potentially better inventory turns. The HMA-sponsored Rocky Mountain Hobby-Expo has invested significant effort in partnering with the American Specialty Toy Retailing Association (ASTRA) and the Game Manufacturers Association (GAMA) members to connect retailers with game and toy manufacturers, publishers and distributors at this year's Hobby-Expo to be held October 11 – 13 in Denver, Colorado.

Asmodee, Screech Dragon, Forbidden Games, Mr. B games, Myndzei and Safari have already registered to exhibit. These publishers and manufacturers will offer retailers the opportunity to see some of the newest game and specialty toy products. Additional marketing muscle and opportunities to learn how to market these products will come from our partnerships with the Double Exposure Envoy program and demos by local retailers and gaming organizations.

The Hobby-Expo will also have numerous STEAM-related activities to consider for in-store events to draw potential customers interested in coding and circuit products. You can find free registration and additional show info at [www.hobby-expo.com/buyer-registration/](http://www.hobby-expo.com/buyer-registration/). **HM**



### **Hobby Manufacturers Association**

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