

**2011 GENERAL HOBBY PRODUCT SURVEY #2  
IN CONJUNCTION WITH  
THE NATIONAL RETAIL HOBBY STORES ASSOCIATION**



**Introduction**

As a follow-up to the 2010 Hobby Manufacturers Association General Hobby Division Survey, the division council conducted a survey of retailers with the cooperation and collaboration of the National Retail Hobby Stores Association in March of this year. This survey updated the previous survey to assess **the value of general hobby products in retail hobby stores** in order to provide retailers with information to increase their sales by adding more general hobby products. The survey received a 30% participation rate among the NNRHSA members.

The HMA General Hobby Division Council wishes to thank NRHSA for its assistance in sending the survey to its membership.

The objective of this research project was to validate the data obtained from HMA manufacturer members with retailer input. The retailers confirmed our initial findings, thereby making the point that GH products are a valuable traffic and revenue stream for retailers.

**RESEARCH PROCESS:** Retailer Members of the National Retail Hobby Stores Association were surveyed on the following product categories sold in retail stores:

- a. Tools
- b. Adhesives
- c. Paints/Brushes/Airbrushes
- d. Building Materials
- e. Art/Science/Craft Hobby Activity Kits
- f. Publications

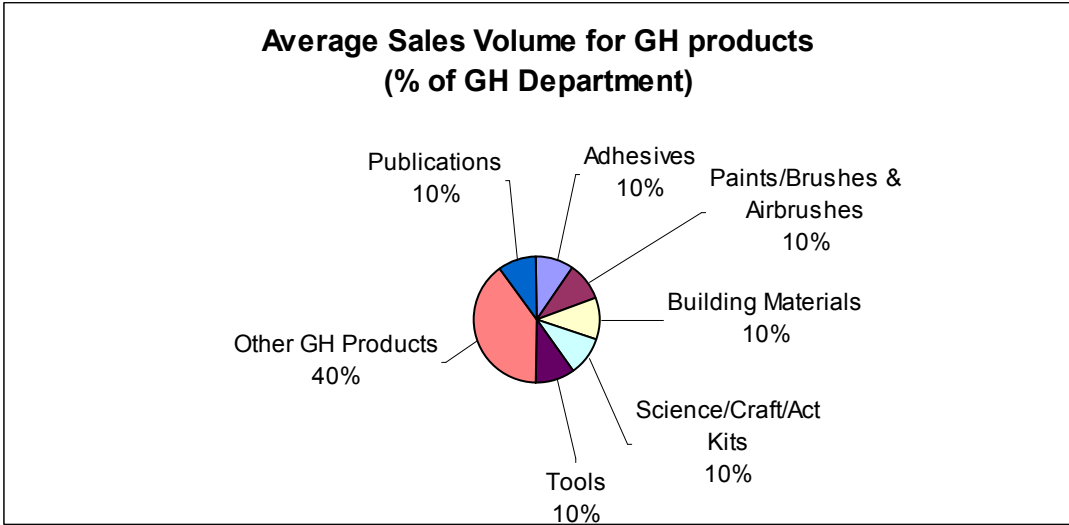
**Results of Survey**

**1) Estimated annual sales by GH category**

General Hobby products on average represent approximately \$50,000 of total annual sales in a typical hobby store.

“Other GH” products including specialty toys, puzzles, school project supplies, and other hobby kits represent 40% of general hobby products that retailers sell annually. Publications were added in 2011 and they represent an additional 10% of sales.

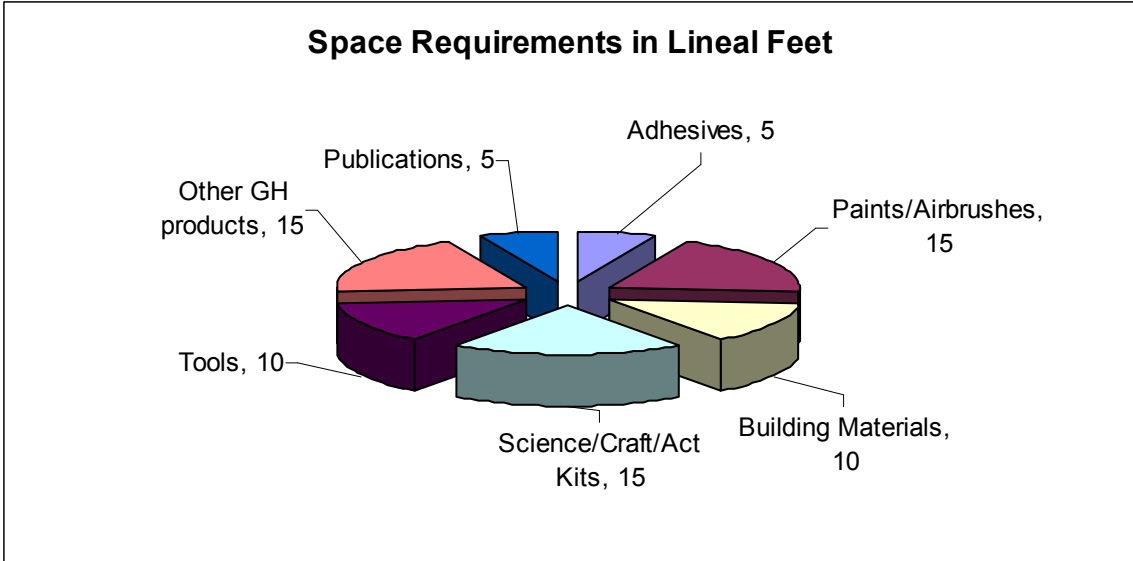
<b>Category</b>	<b>Annual Store Sales Volume</b>	<b>% of volume</b>
Adhesives	5000	10%
Paints/Brushes & Airbrushes	5000	10%
Building Materials	5000	10%
Science/Craft/Act Kits	5000	10%
Tools	5000	10%
Other GH Products	20000	40%
<b>Publications</b>	5000	10%
	<b>50000</b>	



**2) Space Requirements by category (in lineal feet)**

General hobby products require on average 75 lineal feet in a typical hobby store. Many of the general hobby products sold today are blister packs and kits that can easily be displayed in conjunction with other mainline hobby products or with other general hobby accessory items. From a lineal foot perspective, General Hobby products supply over \$650 of sales per lineal foot per year.

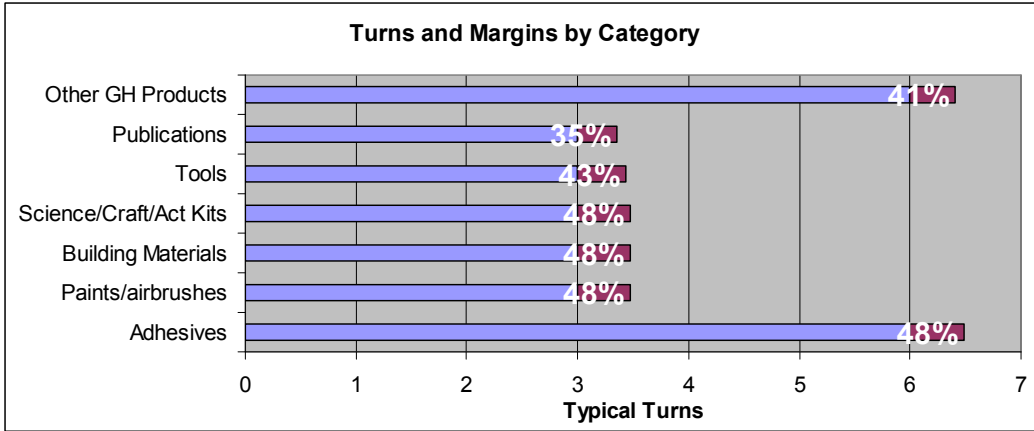
Category	Lineal Feet Required
Adhesives	5
Paints/Airbrushes	15
Building Materials	10
Science/Craft/Act Kits	15
Tools	10
Other GH products	15
<b>Publications</b>	5
	75



### 3) Typical Annual Turns & Margin Percentage

General Hobby products provide excellent margins and tend to have a higher rate of turns annually than other hobby products. The average turn for all general hobby products is 4 times per year; however, adhesives turn 6 times per year. Retailers can expect to make sales margins of over 44% on General Hobby products. General Hobby products generate \$4100 of sales per month and \$1800 in margin dollars per month.

Category	Annual Turn	Margin %
Adhesives	6	48%
Paints/airbrushes	3	48%
Building Materials	3	48%
Science/Craft/Act Kits	3	48%
Tools	3	43%
Other GH Products	6	41%
Publications	3	35%



## 1. Conclusion

Hobby retailers who add products from the General Hobby segment provide a “one-stop shop” experience for all hobbyists – whether experienced or new consumers. They also add considerable margins that boost a retailer’s bottom line.

**Note:** This report is presented by the *HMA General Hobby Division Council*. For additional information or to provide comments for future reports, please send to [info@hmahobby.org](mailto:info@hmahobby.org).