

kaspersky

Children's interests ahead of Christmas

Based on anonymized search requests
provided by users of Kaspersky Safe Kids
during November 2020

Kaspersky report

Introduction

The most wonderful time of the year

Search histories can not only say a lot about adults' dreams but children's wishes as well, which can be very helpful for parents ahead of Christmas. Kaspersky Safe Kids experts decided to examine children's search requests before the December holidays in order to help parents and family members find the best gift ideas for their children.

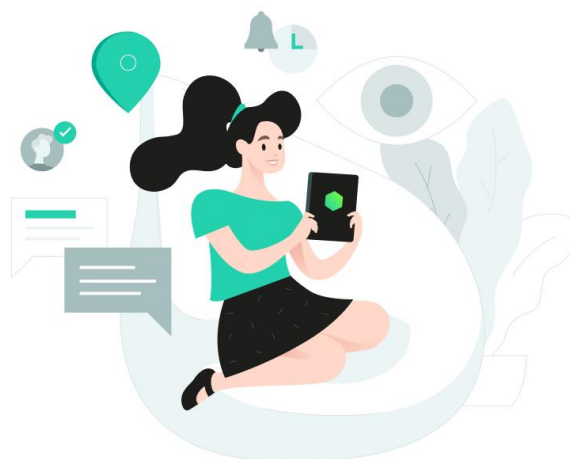
Dear Santa...

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The song 'Santa Claus is coming to town' tells us that "He's making a list, and checking it twice; going to find out who's naughty and nice". However, while it was previously possible to measure a child's good behavior, Christmas [celebrations will feel very different](#) this year, not only for adults but for children as well. After experiencing [loneliness and anxiety](#) caused by lockdowns and homeschooling, children are in need of true holiday cheer – no matter what marks they are achieving at school. Finding the ideal gift that matches the child's wish list could be a solution.

In this report, we look at children's online interests over the period before this year's festive season. The report is based on statistics gathered by Kaspersky Safe Kids, a software solution that protects children from unwanted content on the internet.



Executive summary

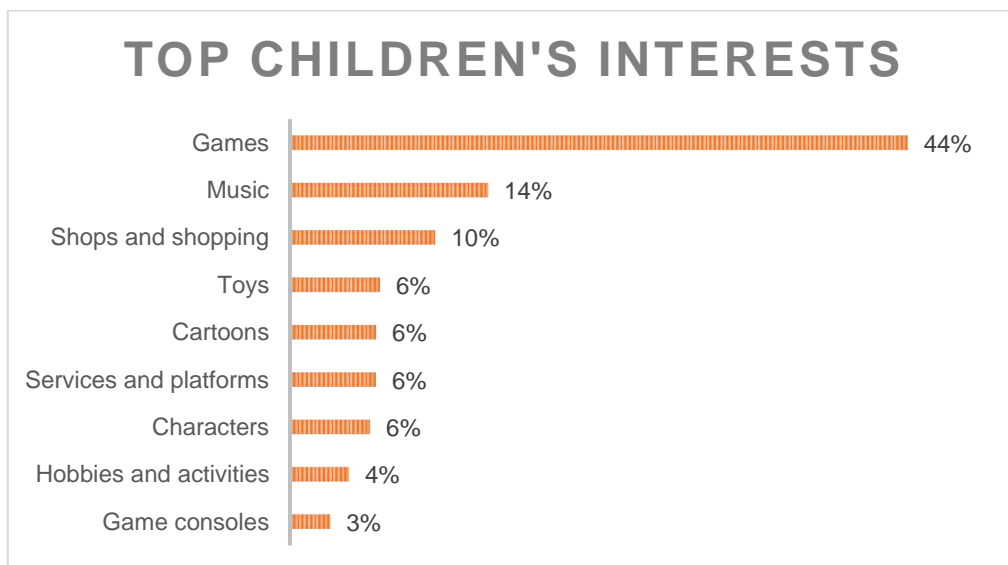
Kaspersky's analysis is based on anonymized metadata, voluntarily provided by users of Kaspersky Safe Kids app from October 25 to November 26, 2020.

This covers global search requests made by children via [Bing](#), [Google](#), [Mail.ru](#), [Yahoo](#), [Yandex](#) and [YouTube](#) more than 100 times during this period.

Data is harvested from computers running Windows and macOS and mobiles both on Android and iOS.



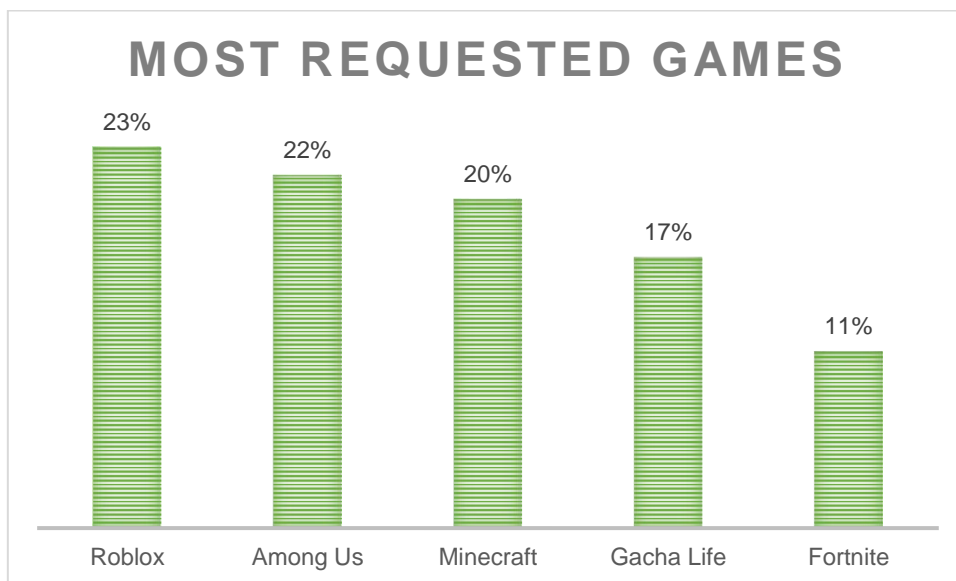
We extracted the top interests among all of these inquiries, which turned out to be [games](#) (44%), [music](#) (14%), [shops and shopping](#) (10%), [toys](#) (6%), [cartoons](#) (6%), [services and platforms](#) (6%), [characters](#) (6%), [hobbies and activities](#) (4%) and [game consoles](#) (3%).



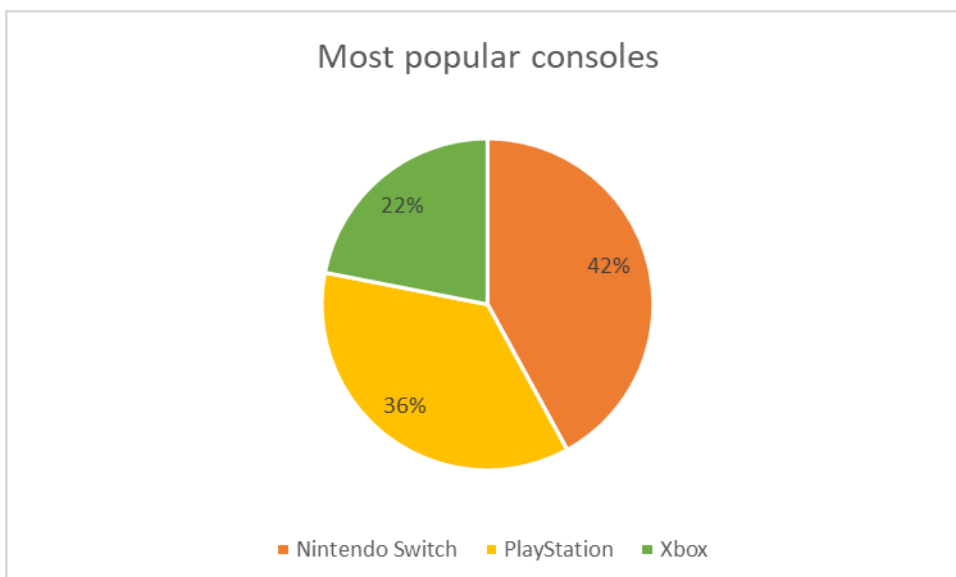
Gaming

Children showed the strongest interest in gaming. The majority of their requests were related to the gaming industry, including game releases, consoles and games characters. The most notable spike in popularity showed Among Us becoming second highest requested game.

The most popular games are Roblox (23%), Among Us (21%), Minecraft (20%), Gacha Life (16%) and Fortnite (11%).

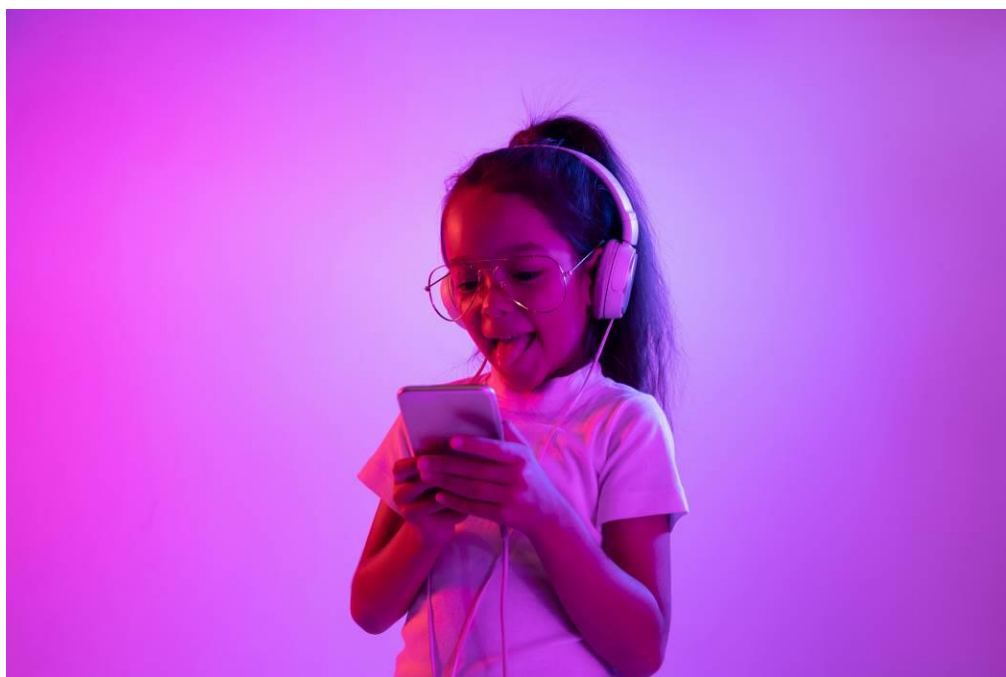


When searching for games consoles, children most frequently requested Nintendo Switch (42%), followed by PlayStation (36%) and Xbox (22%). The most wanted games for the Nintendo Switch console are [Mario](#), [Animal Crossing](#) and [The Legend of Zelda: Breath of the Wild](#).



Music

The second highest interest is 'music', with K-pop as the most popular genre. Nearly half (48%) of 'music' requests account for 'K-pop', with two favorite bands standing out: BTS (58%) and BLACKPINK (42%).



Children love K-pop. If this trend is well-known in a family, then Kaspersky recommends that parents could consider buying merchandise depending on their child's' favorite band.

Shopping

Despite their young age, children nowadays are really into shopping. They know the names of their most loved brands and search for them.

Top clothing brands

Nike

Adidas

H&M

Top smartphones

iPhone

Samsung

Xiaomi

Top shops

Amazon

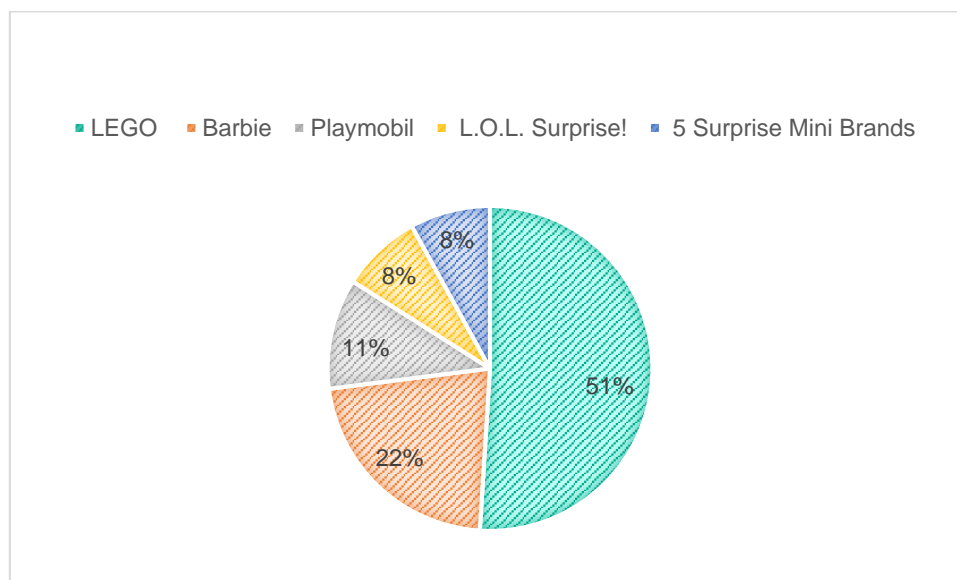
IKEA

Apple



Toys

Children still show significant interest in toys. The top requests are LEGO (51%), Barbie (22%), Playmobil (11%), L.O.L. Surprise! (8%) and 5 Surprise Mini Brands (8%).



When searching for LEGO, children usually specify their requests with a theme. The most popular editions are Among Us LEGO (even though it's not on the market yet), Harry Potter LEGO, LEGO Star Wars, LEGO Ninjago, LEGO Technic, LEGO City, LEGO Friends and LEGO Minecraft.

Services and platforms

When it comes to entertainment platforms, the ones attracting children's attention are Netflix (49%), TikTok (27%) and music streaming services (24%), including Spotify and Yandex Music. Getting a subscription could be perceived by a child as a really useful gift.



Characters

Children also searched for characters and heroes from their favorite books, games and movies. The top requests here are Harry Potter (47%), Marvel (22%), Pokemon (18%) and Star Wars (13%).

