Just in Time for National Puzzle Month, New Research from Ravensburger Shows 1 in 2 Americans – Especially Families & Millennials – Puzzle for Fun

Nearly 60% Puzzle to Relax, More than 40% Puzzle to Relieve Stress, and Seven in Ten Puzzle as a Family Tradition

NEWTON, N.H. (PRWEB) January 03, 2019 -- As National Puzzle Month kicks off 2019, world-renowned puzzle and toy maker, Ravensburger, releases a new study that shows almost every other American is puzzling - be it families who have a puzzle under construction on the dining table all year long or Millennials looking for a respite from their hyper-digital lifestyle. Nearly half (48 percent) of all Americans enjoy piecing together a jigsaw puzzle at least once a year and one in five puzzle at least monthly (19 percent). The survey also found that a wide-range of adults – from families to Millennials to seniors – puzzle to relax, for fun and to relieve stress.

National Puzzle Month takes place every January – when families and friends gather inside, looking for an entertaining distraction from the winter weather. It’s well-timed, as 76 percent agree they puzzle the most in the winter over other times of the year. Jigsaw puzzles help to bring people together, as seven in ten people complete jigsaw puzzles as a family tradition (69 percent), with many puzzling while on vacation over a holiday break (59 percent).

“For years, we’ve known seniors love to puzzle, either simply for fun or to stay mentally fit,” said Filip Francke, CEO of Ravensburger North America. “Now, we also know that Millennials and families are puzzling at the same pace. For families and young adults, puzzling is a great way to disconnect from an overly subscribed digital lifestyle. And, contrary to popular belief, we know that puzzling is not only a solitary activity. Many enjoy puzzling together – sharing a common goal and the race to place the last piece.”

While many puzzle to relax (59 percent) or simply just for fun (57 percent), they also puzzle to relieve stress (47 percent), to give their brain a boost (42 percent) and to spend time with others (34 percent). “Puzzling is truly a multi-generational activity that anyone at any age and stage can enjoy,” said Francke.

Additionally, younger adults (34 percent of 18-34-year-olds) and those with children living at home (28 percent) are most likely to puzzle monthly. Puzzling is no longer a solitary exercise. Today, it’s nearly an even split between those who puzzle solo and those who puzzle with family and friends (59 percent versus 41 percent). “No matter your puzzling preference – with friends or on your own – it’s almost impossible to walk past an unfinished puzzle without stopping to place at least one piece. In fact, as we head into National Puzzle Month that is exactly what we hope everyone will do – hit the pause button, take a puzzle break and connect,” said Francke.

Ravensburger, based in Germany, has been making high-quality puzzles using custom die molds since 1964. This year alone, Ravensburger will release 99 new puzzles in North American (more than 300 worldwide) that range from iconic scenes suitable for framing to charming 3D puzzles that double as a toy or centerpiece. For those up for a challenge – Ravensburger also makes some of the world’s biggest puzzles – clocking in at 40,320 pieces and estimated to take an entire year to complete (puzzling 11 hours each week). And, for those looking for a unique keepsake – Ravensburger also makes premium custom photo puzzles, packaged in a personalized tin.
In celebration of National Puzzle Month, Ravensburger will also be offering several promotions this month. Barnes & Noble will promote BOGO 1/2 off a puzzle purchase, Target is offering a free Stow & Go storage container with puzzle purchase, and Ravensburger will offer a 10 percent discount on all custom, photo puzzles and 20 percent discount on all standard puzzles.

For more on the history of puzzling, visit Ravensburger’s website “Ravensburger Puzzle History” in celebration of National Puzzle Month.

About Ravensburger North America
Ravensburger North America (RNA), a division of Ravensburger AG, is a portfolio of award-winning brands with a shared vision to promote playful development at every stage and every age. Recognized as the world’s leading puzzle manufacturer, Ravensburger offers unique jigsaw options for every age and every skill level. In addition, the RNA family of brands, including Ravensburger, BRIO, Wonder Forge and ThinkFun, offers an expansive line of thoughtfully designed games, toys and activities that focus on quality, craftsmanship and encourage individual thoughtful time or shared moments of fun for the entire family.

About Ipsos
These are the findings from an Ipsos poll conducted November 9 - 14, 2018 on behalf of Ravensburger. For the survey, a sample of 2,011 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. This includes 961 adults who puzzle at least once a year. For more information about this study, please visit out News and Polls page.

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