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Kids™ world is full of fantasies. They make their own heaven based on their free imagination. It can be a superhero at one time or an adventurous cop the other time, but the passion for both is worth mentioning. When we talk about the superheroes, the first name a kid would call is that of "superman"™. He seems to be the god of superheroes till date.

Whenever I go to attend my daughter's fancy dress competition, I notice that half of the boys dress up like superman while others may be seen in the costumes of batman and Spiderman. This scene compels me to give it a thought that what place these superheroes hold in kids™ lives. It can be well ascertained by the number of kids superhero costumes we all get to see around us.

If I start counting on the variety of such costumes available in the market then I am sure there would be half of the names which would be completely out of my knowledge. There is a bulk of superheroes invented till date. Most of them appeared from the comic world which happens to be the favorite pastime for kids. Many others are the characters of famous video games that become popular among those who play it.

The burning craze of kids superhero costume is the gift of these comics, games and movies only. Kids get so much attracted towards them that they begin to fantasize to be a superhero themselves. They love the way a superhero jumps from the one building to another smashing all the hurdles which come in his way. Their affection grows so much that it enthralls them like anything to dress up like their favorite superhero.

It is not just boys who go gaga over the idea of watching their superhero but girls too enjoy the female superheroes like wonder woman. In fact, little girls are found to be crazier for dressing up like a batgirl if you ask them to pick one of the superhero costumes available in a shop.

Children believe in all the stunts and adventure they watch their superheroes performing on screen. It grows a strong sense of kinship between them and their favorites. This is why the market of all the goods related to superheroes is so wide. You just name one and a kid may tell you end number of products like comics, games, CDs, dresses, masks to buy for him.

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