



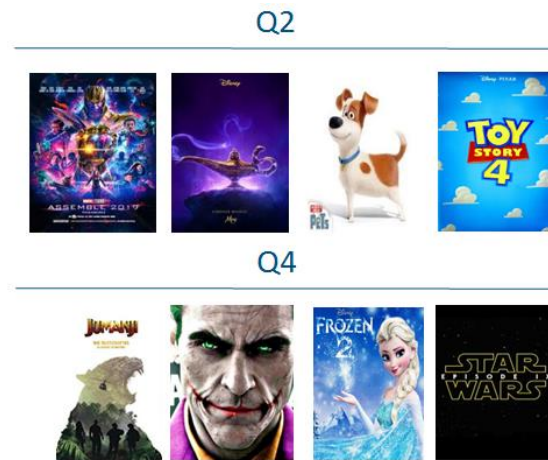
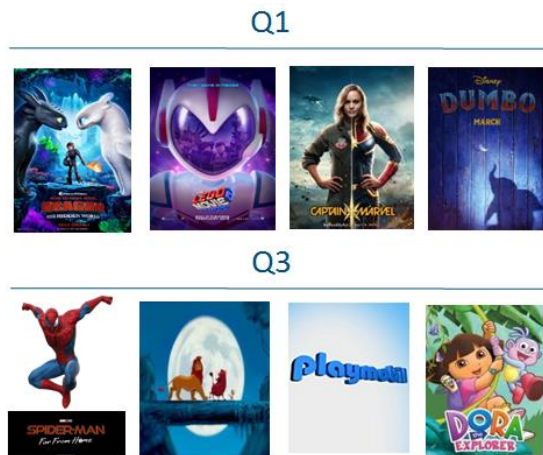
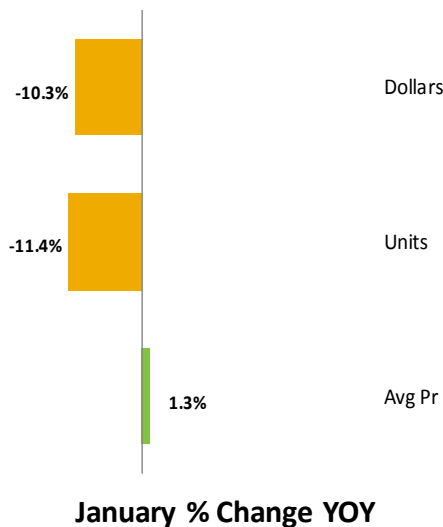
January 2019

ATA Report

Australia Toy Association

Industry Trends

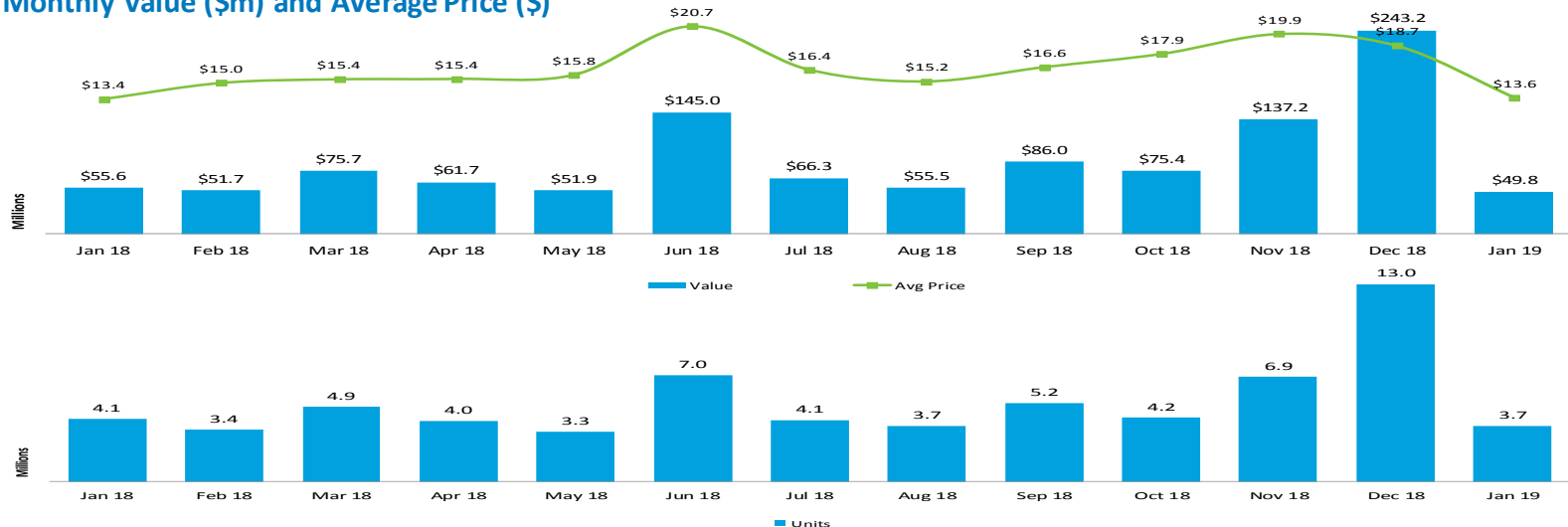
The first month of 2019 recorded 10% decline in dollars. Units declined slightly faster than dollars whilst average price saw a slight uplift. Bikes, Outdoor & Sports Toys were two categories that declined the fastest. Excluding these two categories, the market declined by 6% in dollars. As 2019 will be a big year for entertainment with exciting movie line-ups, coupled with new toys hitting the market, it should reinvigorate the industry and hopefully drive incremental growth



Monthly Trend

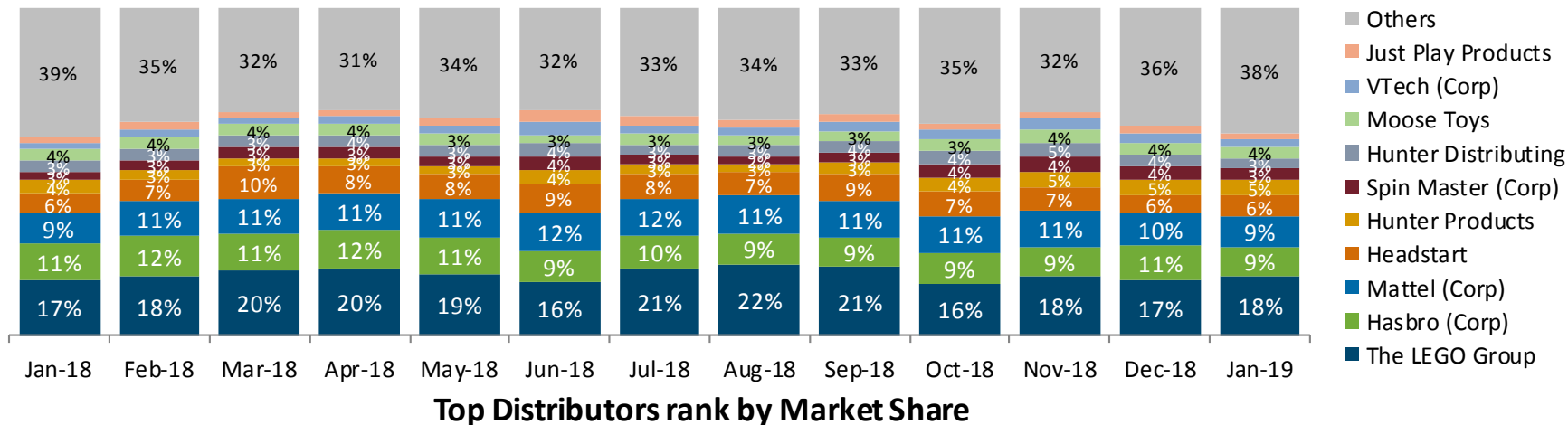
Building Sets continued to grow in importance, in the latest month contributed 18% of the value of Jan19. The highlight for this month was Action Figures & Accessories. It recorded the largest month on month dollar gain. Three new notable properties that drove this increase: How To Train Your Dragon, Fornite and Treasure X. The average price for Action Figures & Accessories also increased by +7%

Monthly Value (\$m) and Average Price (\$)



Corporate Manufacturers Trends

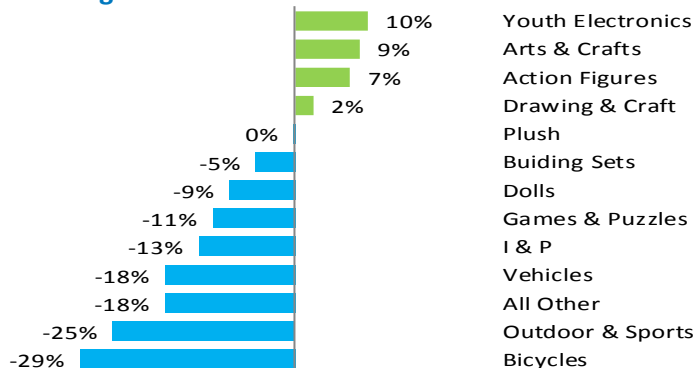
Due to the popularity of How To Train Your Dragon and Fortnite, Spin Master and Ikon Collectables experienced the largest dollar gains month on month. Jasnor grew by +16% in Jan19 compared to Jan18 boosted by strong sales from Wiggles. Amongst the top 3 manufacturers, Lego declined -5% vs. same month last year driven by Lego Star Wars and Friends. L.O.L Surprise! continued to be popular as 3 of the top 5 items sold in were L.O.L dolls.



Category Trends

Dolls recorded declines month on month driven by Shopkins, Hatchimals, My Little Pony and Sylvanian Families. Vehicles still recorded double digit declines in the latest month, due to Cars The Movie. A range of slime products, Kinetic, Cra-Z-Art, contributed to the growth within Arts & Craft. How To Train Your Dragon, Fornite and Treasure X were the three new contributors to within Action Figures. Plush managed to remain flat, despite declining sales from Ty, Hatchimals and Furreal Friends. Baby Shark became the 6th largest property within Plush.

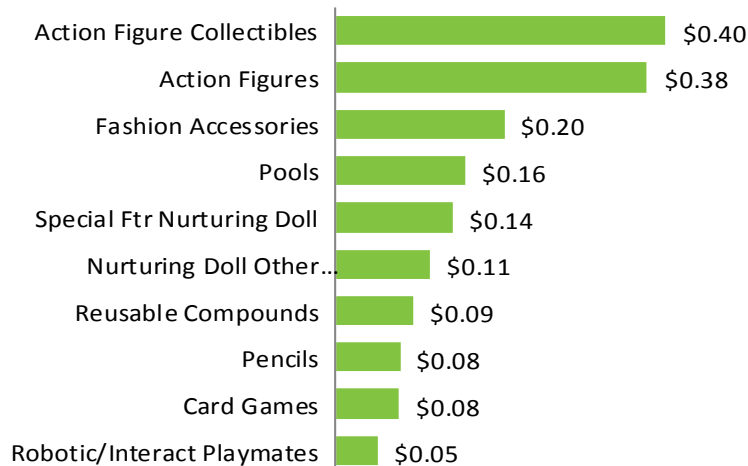
Value Change YTD



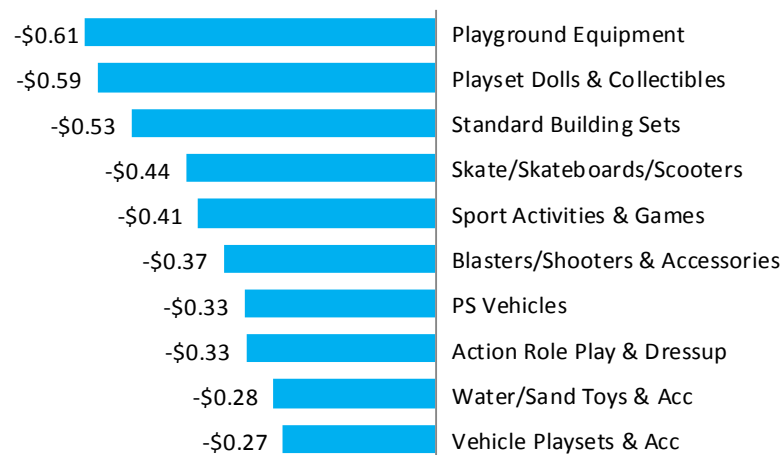
Subclass Trends

Playset Dolls & Collectibles subclass had always been one of the fastest growing but in Jan this was no longer the case. Action Figure Collectibles had the largest dollar gains driven by Treasure X and Fortnite. There appears to be more of a balance this year between boys & girls as there are lots of hot new boy properties.

Fastest 10 Growing Subclass by Value-added YTD (\$MM)



Fastest 10 Declining Subclass by Value-lost YTD (\$MM)



Property Trends

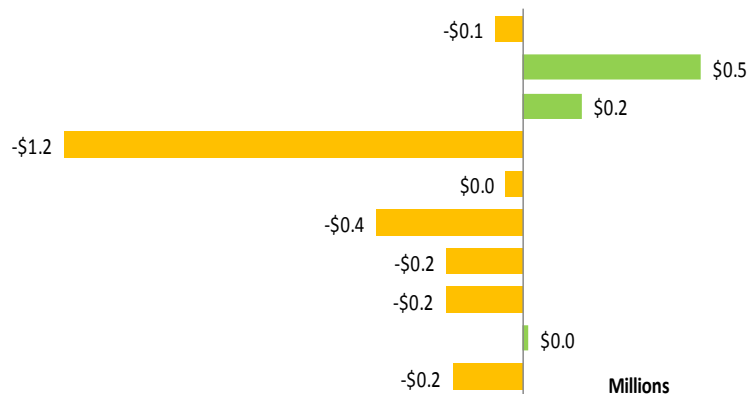
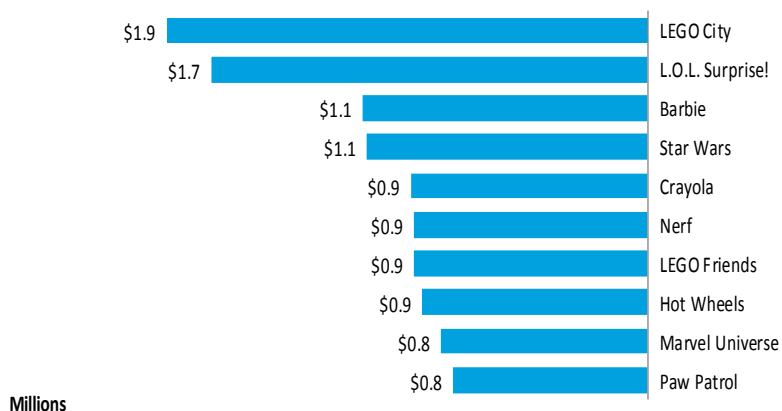
Top 5 new properties Jan19 vs. Jan18

- #1 – Lego Harry Potter
- #2 – Fortnite
- #3 – Poopsie
- #4 – Lego Jurassic Park/World
- #5 – Treasure X

Top 5 growth properties Jan19 vs. Jan18

- #1 – Harry Potter
- #2 – How To Train Your Dragon
- #3 – Jurassic Park/World
- #4 – Fortnite
- #5 – L.O.L Surprise!

Top 10 properties for Jan19



For more information

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