



ATA Report

October 2016

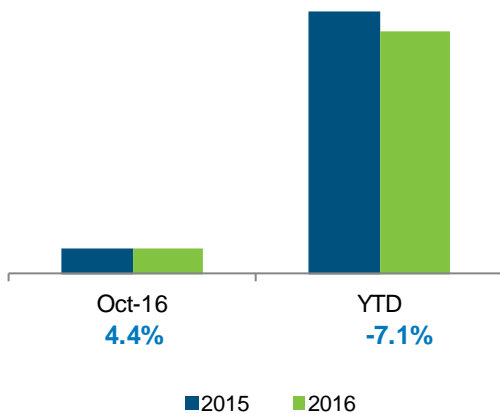
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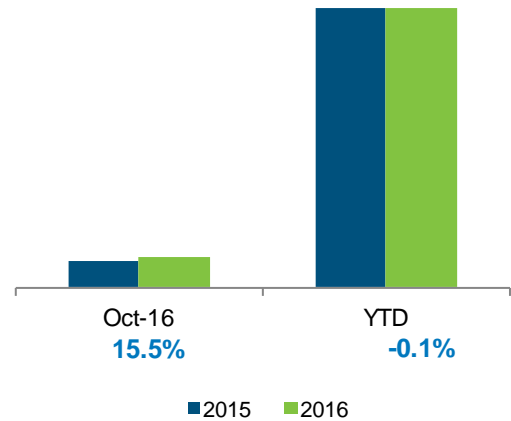
Industry Trends

Week after week the market slowly recovers a bit from what was lost during the toy catalogue this year. At the end of October the decline YTD is -7.1% in value. Units meanwhile, during the same period is growing at 4.4% confirming that there has been a shift towards the lower price bands.

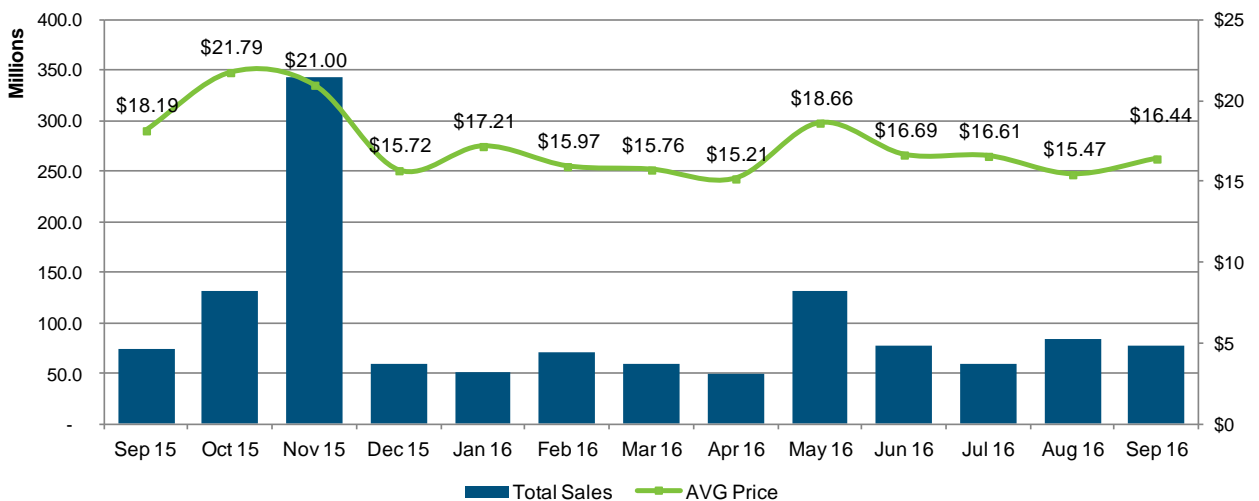
Value (\$m)



Units (m)

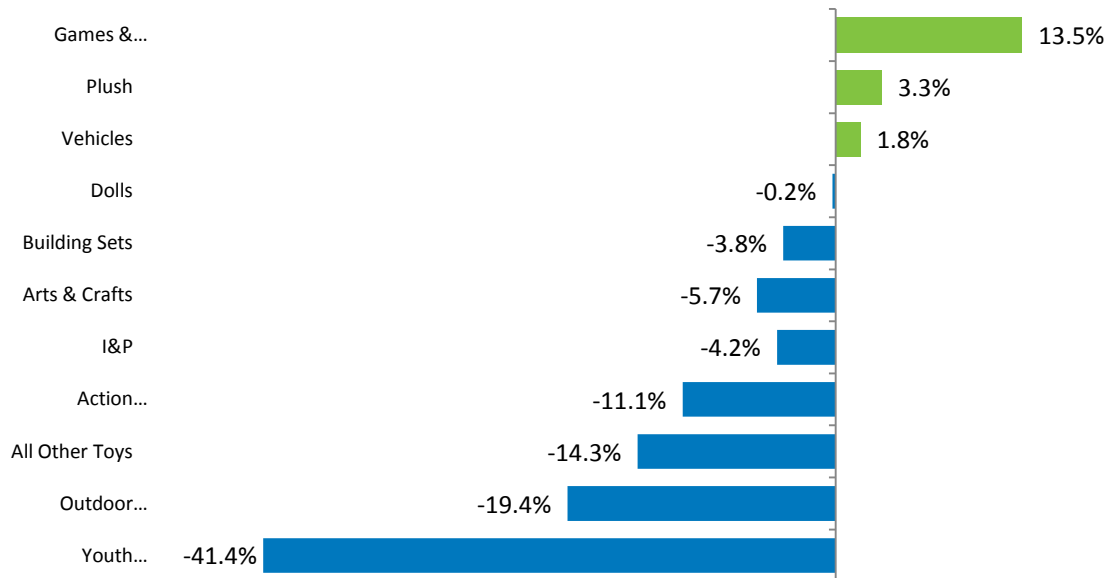


Monthly sales (\$m) and Average Price

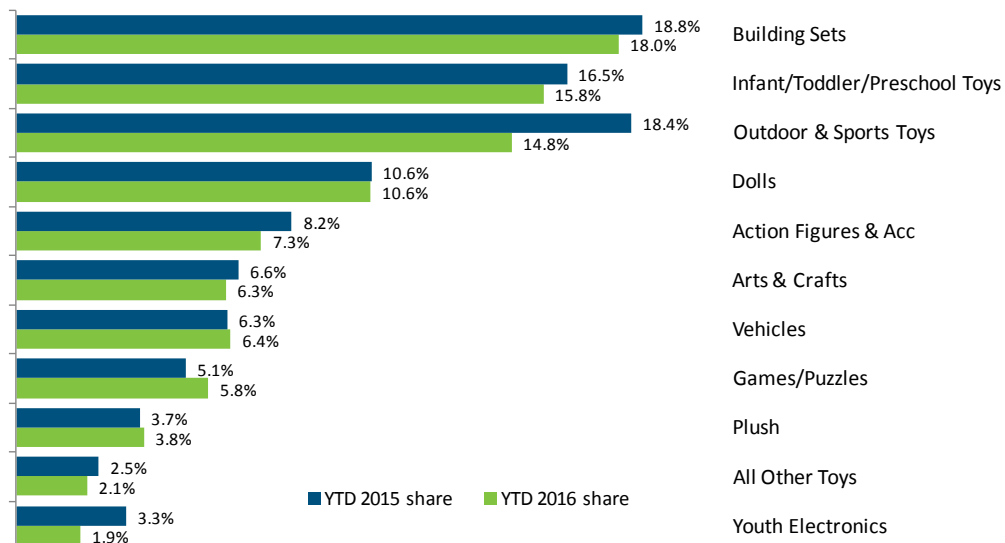


Category Trends

Value Change YTD



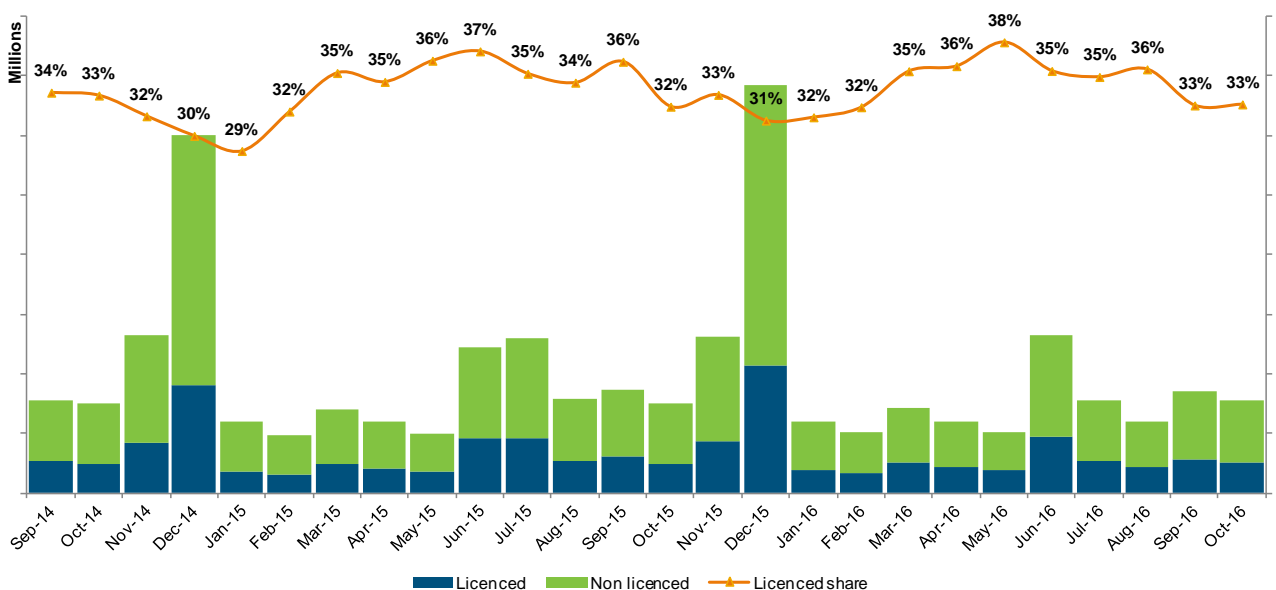
Category Share YTD



Property Ranking

Rank Oct-16	Top 20 Properties	Rank Sep-16	Rank Aug-16	Rank YTD
1	Star Wars	1	1	1
2	City	2	4	2
3	Shopkins	3	2	3
4	Paw Patrol	4	3	4
5	Friends	5	12	7
6	Fisher Price	6	5	5
7	Hot Wheels	8	13	8
8	Thomas & Friends	7	6	6
9	Nerf	9	11	11
10	Barbie	10	10	9
11	Teenage Mutant Ninja Turtles	12	9	12
12	Pokemon	11	7	20
13	Disney Princess	13	8	10
14	Laugh & Learn	14	16	14
15	Technic	22	41	25
16	Little Tikes	15	18	18
17	Vtech	19	17	16
18	Disney Frozen	17	14	13
19	Duplo	20	19	19
20	Furreal	27	35	30

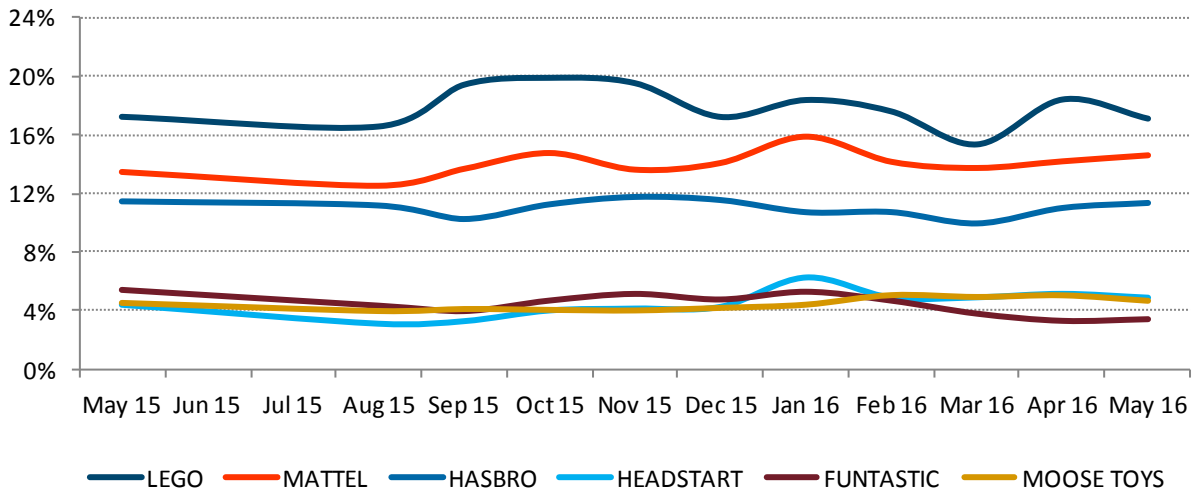
Licensing Trends



Best 3 Properties by Category

Category	Top Properties	Key Manufacturer	Oct-16	
			Value Share	Val % Chg vs. YA
Action Figs & Acc	Star Wars	HASBRO	14.0%	-22.8%
	Teenage Mutant Ninja Turtles	HEADSTART	12.7%	4.0%
	Transformers	HASBRO	10.9%	-1.4%
Arts & Crafts	Crayola	CRAYOLA	17.0%	-20.2%
	Play-Doh	HASBRO	11.2%	49.2%
	Faber Castell	FABER CASTELL	6.5%	-53.7%
Building Sets	City	LEGO	15.4%	-0.1%
	Star Wars	LEGO	13.6%	-9.4%
	Friends	LEGO	12.6%	49.2%
Dolls	Shopkins	MOOSE TOYS	19.4%	29.4%
	Barbie	MATTEL	14.7%	34.9%
	Sylvanian Families	MODERN BRANDS	5.3%	49.8%
Games / Puzzles	Pokemon	CROFTMINSTER	14.9%	168.7%
	Monopoly	HASBRO	8.1%	36.4%
	Pie Face	HASBRO	3.8%	453.1%
Infant/Toddler/Preschool Toys	Fisher Price	MATTEL	10.8%	23.7%
	Thomas & Friends	MATTEL	9.9%	14.3%
	Laugh & Learn	MATTEL	8.3%	44.9%
Outdoor & Sports Toys	Nerf	HASBRO	9.9%	22.5%
	Little Tikes	HEADSTART	4.3%	-6.1%
	Razor	FUNASTIC GRP	4.3%	-39.0%
Plush	Furreal	HASBRO	22.5%	25.4%
	Ty Beanie Babies	BIG BALLOON	15.9%	97.5%
	Pokemon	TOMY	3.3%	1269.2%
Vehicles	Hot Wheels	MATTEL	25.4%	58.4%
	Monster Jam	MATTEL	7.2%	-20.7%
	Tonka	FUNRISE TOYS	5.3%	75.3%
Youth Electronics	Little Live Pets	MOOSE TOYS	34.5%	-29.5%
	Hatchimals	SPIN MASTER	16.7%	NEW
	Zoomer	FUNASTIC GRP	8.3%	-48.7%
All Other Toys	Schleich	MODERN BRANDS	5.4%	-4.7%
	Star Wars	BIG BALLOON	4.0%	914.0%
	Aqua Dragons	MODERN BRANDS	3.6%	-31.1%

Distributor Trends



YTD Rank

Rank	Top 10 Distributors YTD	Val Chg %
1	Lego	-3.6%
2	Mattel	-12.1%
3	Hasbro	-4.2%
4	Headstart	-12.0%
5	Moose Toys	-5.8%
6	Funtastic Grp	-26.8%
7	Hunter Leisure	-19.5%
8	Big Balloon	-31.8%
9	Hunter Products	-17.6%
10	Tomy	8.3%
11	Modern Brands	21.1%
12	Vtech	61.6%
13	Crayola	-9.3%
14	Croftminster	7.7%
15	Kids li Australia	-2.3%
16	Rubies Deerfield	-28.8%
17	Crown & Andrews	39.9%
18	Faber Castell	9.4%
19	Playgro	-6.2%
20	Action Sports	-30.7%

Thank You



Industries

Automotive
Beauty
Consumer Electronics
Entertainment
Fashion
Food / Foodservice
Home
Luxury
Mobile
Office Supplies
Sports and Leisure
Trends
Technology
Toys
Video Games

Countries

Australia
Belgium
Brazil
Canada
China
France
Germany
India
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Russia
South Korea
Spain
Sweden
Turkey
United Kingdom
United States

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