



ATA Report

September 2016

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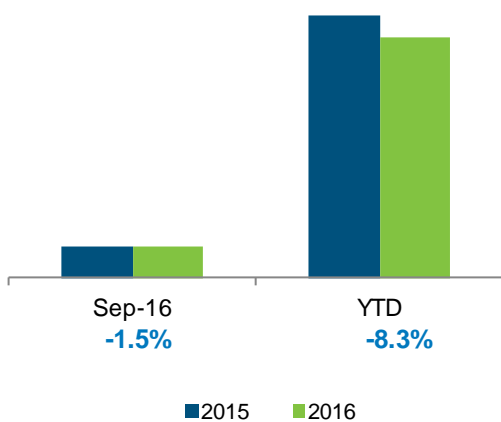


Industry Trends

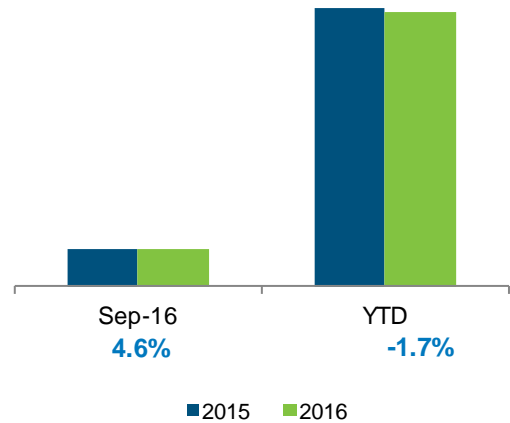
After the atypical toy catalogue during June and July where the market experienced a significant decline, the toys industry closed the third quarter with a -8.3% YTD performance in value and -1.7% in units.

The general result for September was a units growth of 4.6% and decline in value of -1.5%

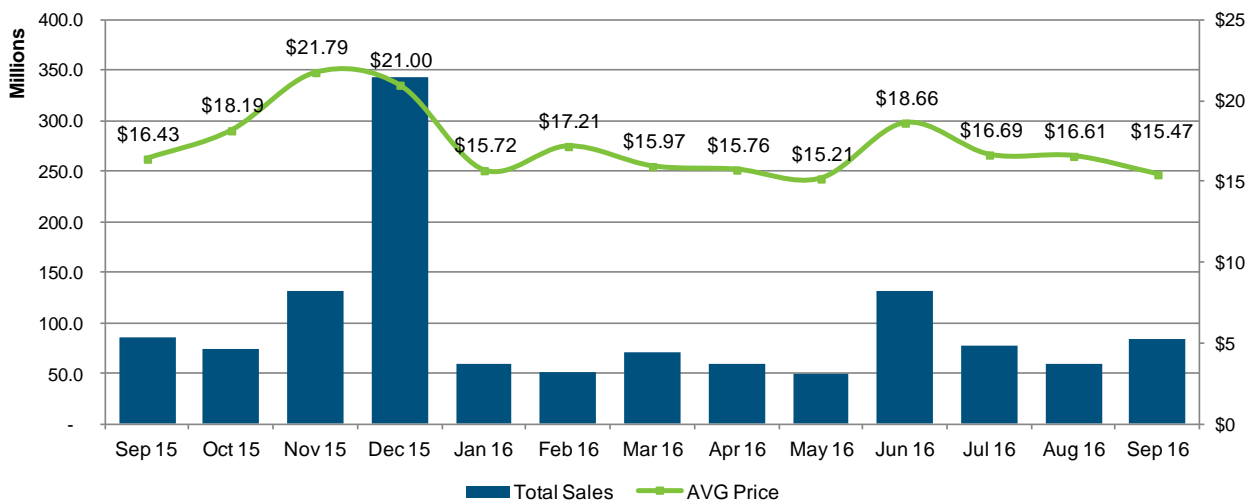
Value (\$m)



Units (m)

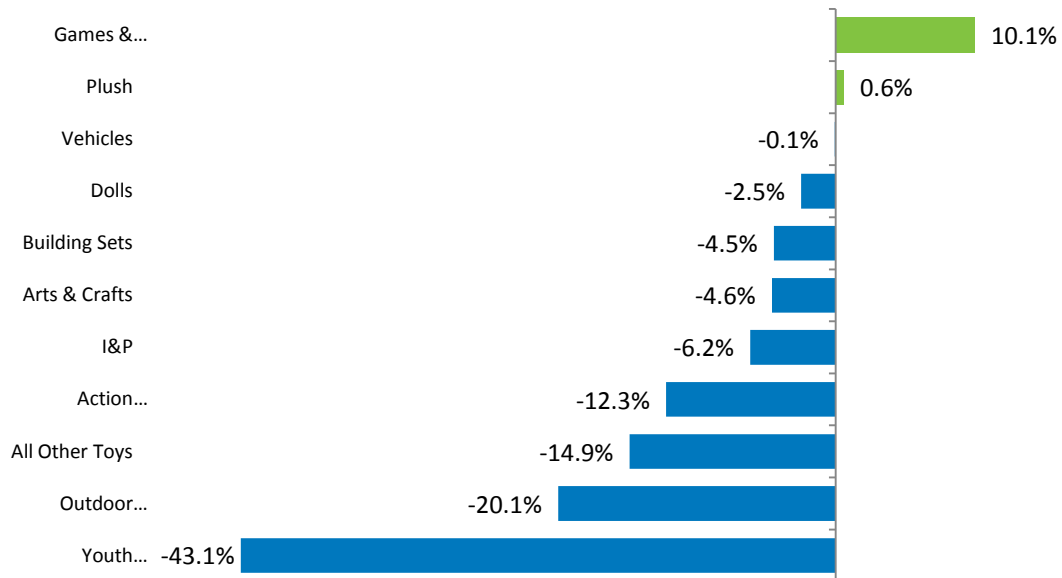


Monthly sales (\$m) and Average Price

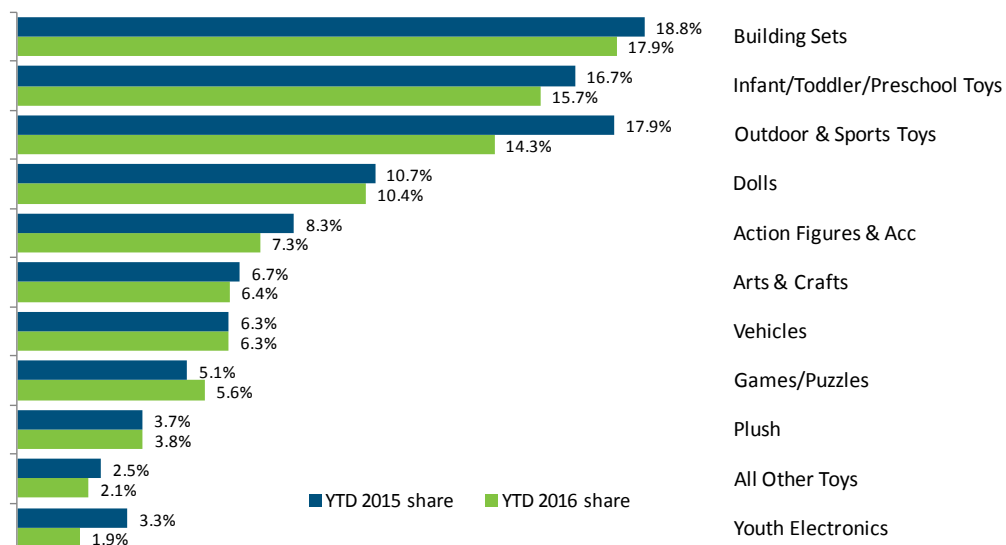


Category Trends

Value Change YTD

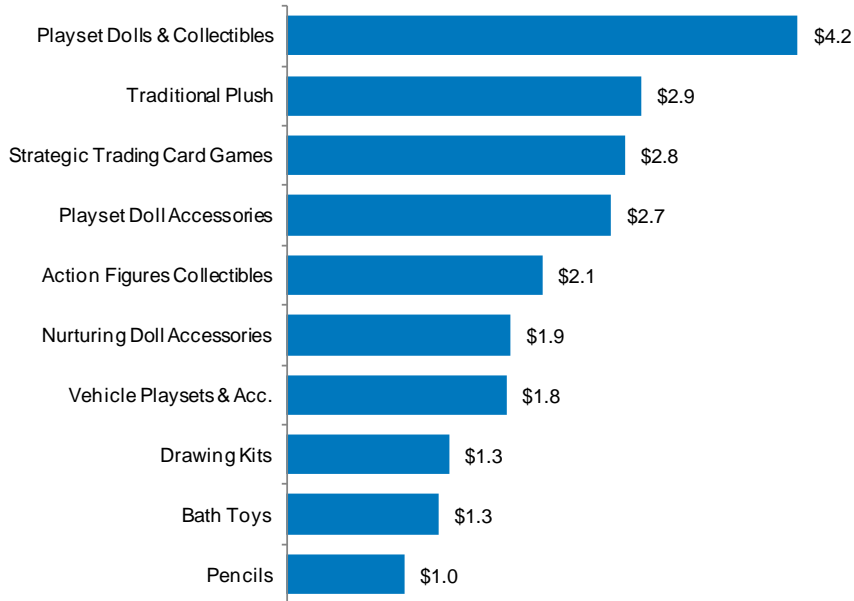


Category Share YTD

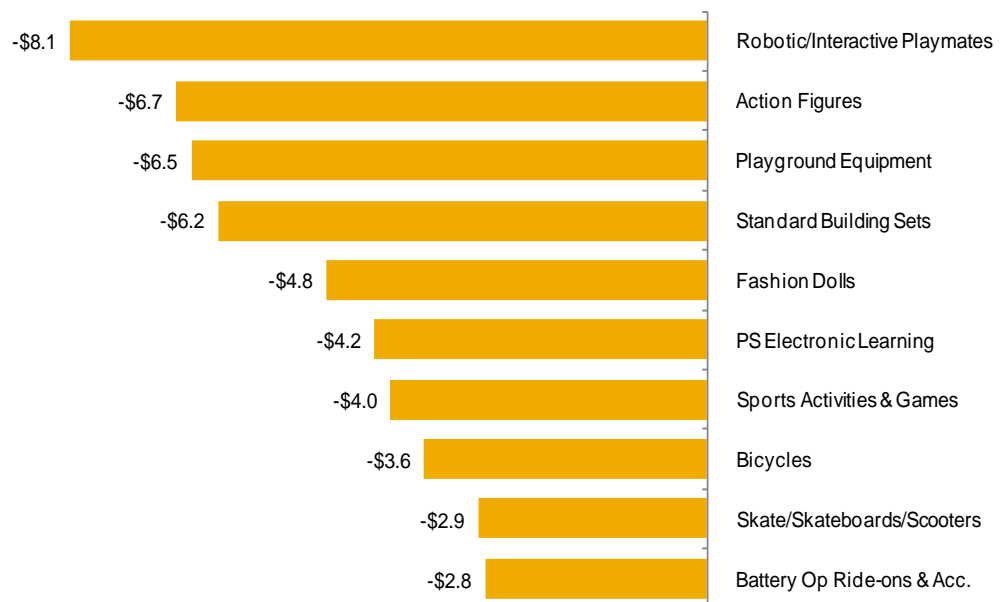


Subclasses Performance

Fastest 10 Growing Minor-Categories by value-added YTD (\$m)



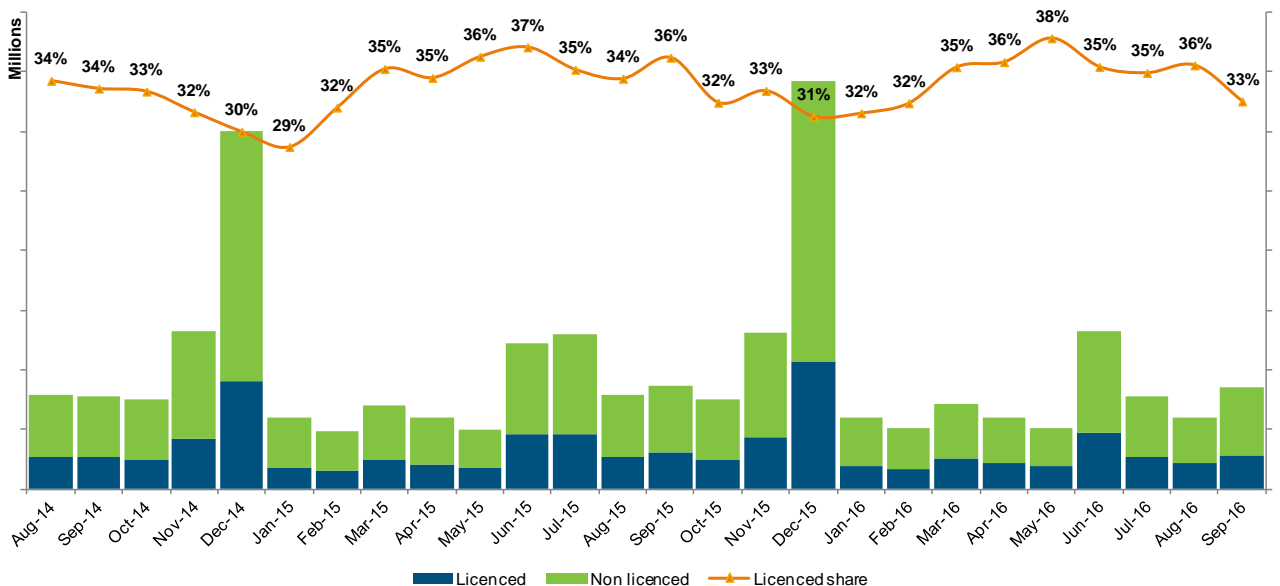
Fastest 10 Declining Subclasses by value-lost YTD (\$m)



Property Ranking

Rank Sep-16	Top 20 Properties	Rank Aug-16	Rank Jul-16	Rank YTD
1	Star Wars	1	1	1
2	City	4	4	2
3	Paw Patrol	3	3	4
4	Friends	12	11	7
5	Fisher Price	5	5	5
6	Thomas & Friends	6	7	6
7	Shopkins	2	2	3
8	Hot Wheels	13	12	10
9	Nerf	10	8	11
10	Barbie	11	9	9
11	Pokemon	7	23	21
12	Teenage Mutant Ninja Turtles	9	6	13
13	Disney Princess	8	10	8
14	Laugh & Learn	16	15	14
15	Little Tikes	18	21	18
16	Creator	23	13	15
17	Disney Frozen	14	14	12
18	Crayola	15	18	16
19	Vtech	17	16	17
20	Duplo	19	19	20

Licensing Trends



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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