



# ATA Report

August 2016

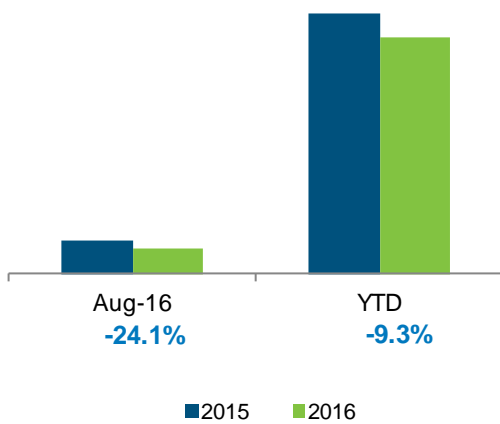
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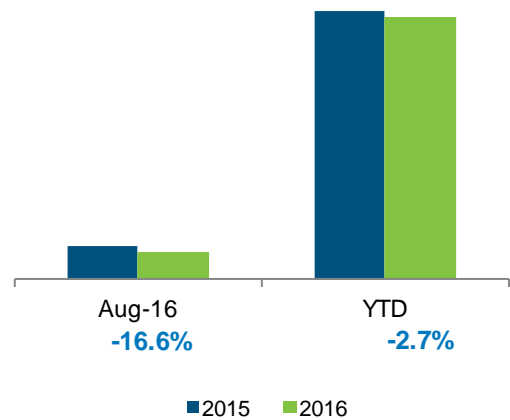
# Industry Trends

The market continue showing signs of decline in August. Sales went down by \$20M and the overall decline YTD is close to \$58M. In units the decline is around the 700K in August and almost 1M units less sold YTD.

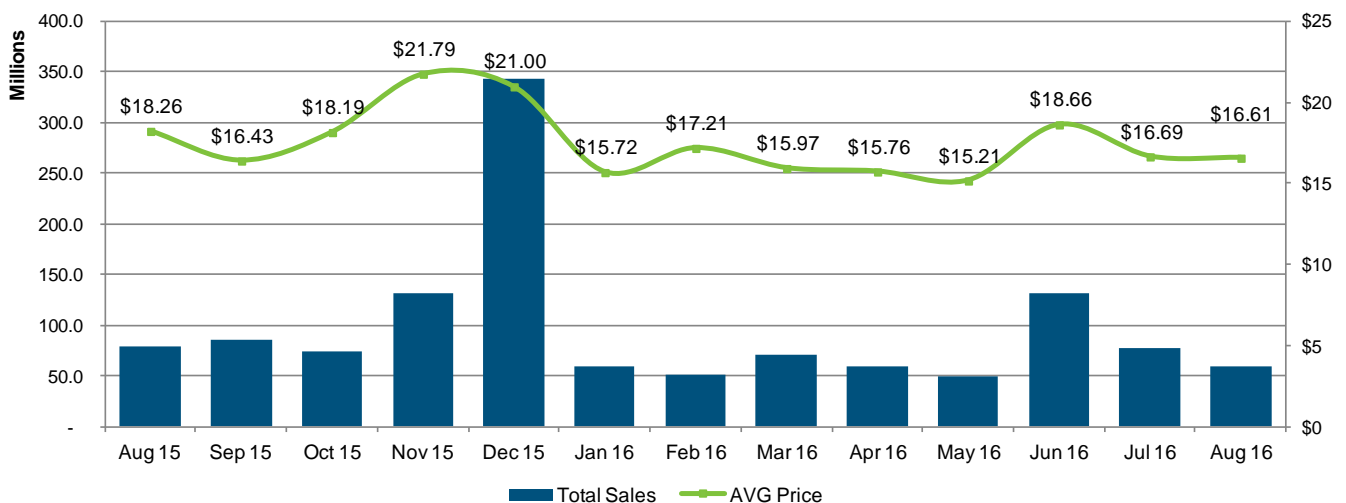
## Value (\$m)



## Units (m)

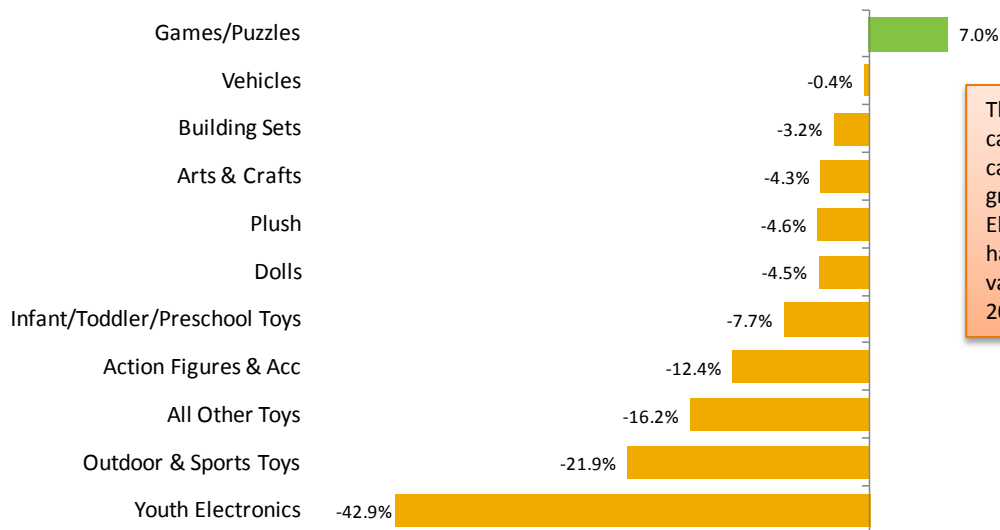


## Monthly sales (\$m) and Average Price



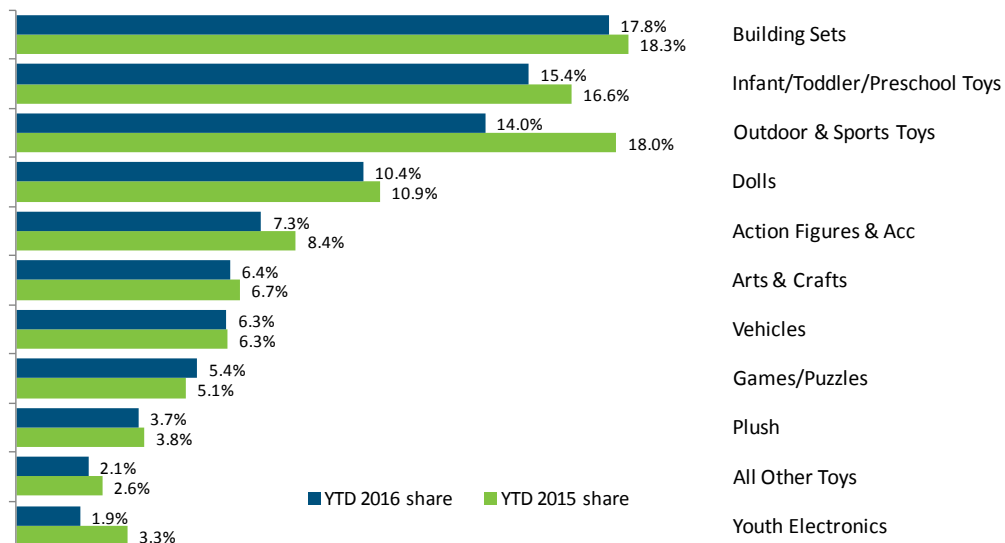
# Category Trends

## Value Change YTD

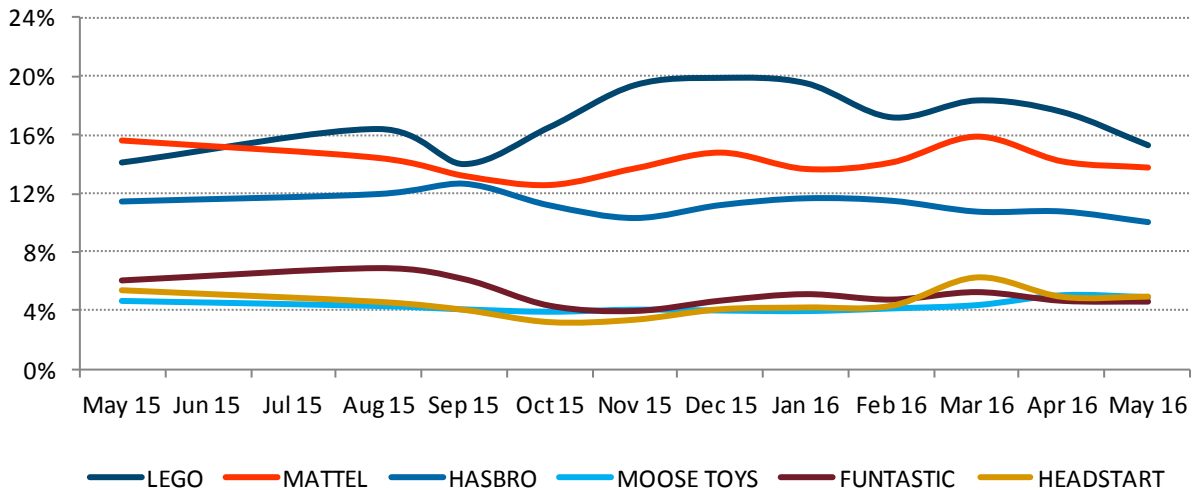


The Games & Puzzles category is the only category that is displaying growth YTD. Youth Electronics on the other hand have lost half the value when compared to 2015

## Category Share YTD



# Distributor Trends



## YTD Rank

Rank	Top 10 Distributors	Val Chg %
1	Lego	-17.7%
2	Mattel	-33.3%
3	Hasbro	-33.7%
4	Moose Toys	-19.9%
5	Headstart	-30.9%
6	Funtastic Grp	-42.0%
7	Hunter Leisure	-39.7%
8	Big Balloon	-44.1%
9	Rubies Deerfield	21.7%
10	Tomy	6.6%

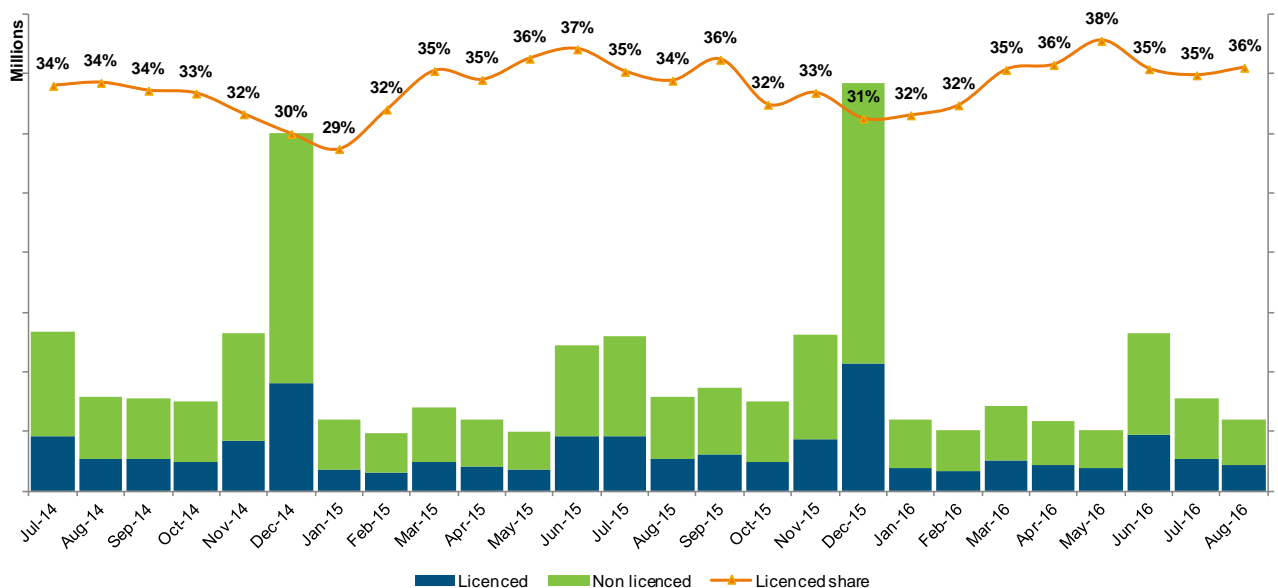
YTD the top 8 major toys distributors are declining at different paces. YTD only Rubies and Tomy are growing compared to 2015.

# Property Ranking

Rank Aug-16	Top 20 Properties	Rank Jul-16	Rank Jun-16	Rank YTD
1	Star Wars	1	1	1
2	Shopkins	2	3	3
3	Paw Patrol	3	5	4
4	City	4	2	2
5	Fisher Price	5	4	5
6	Thomas & Friends	7	14	6
7	Pokemon	23	43	21
8	Disney Princess	10	9	8
9	Teenage Mutant Ninja Turtles	6	6	13
10	Nerf	8	15	11
11	Barbie	9	13	9
12	Friends	11	12	7
13	Hot Wheels	12	10	10
14	Disney Frozen	14	16	12
15	Crayola	18	29	16
16	Laugh & Learn	15	7	14
17	Vtech	16	11	17
18	Little Tikes	21	17	19
19	Duplo	19	19	20
20	Batman	24	35	43



# 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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