



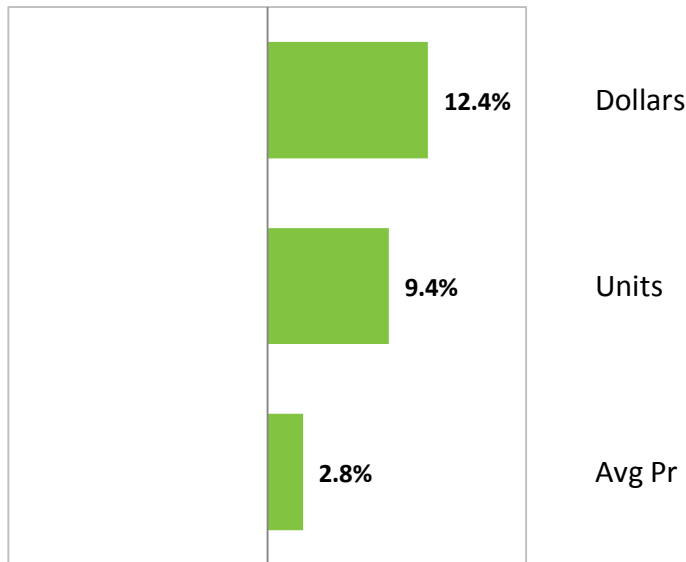
ATA Report

March 2018

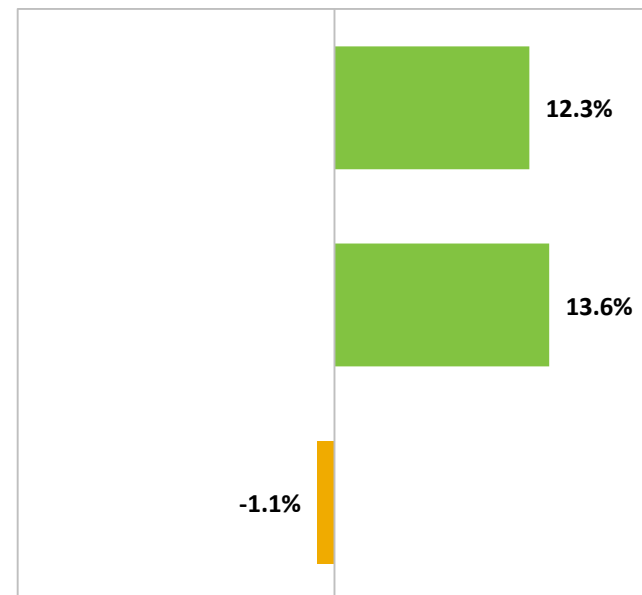
Australia Toy Association

Industry Trends

A positive month for Toys as the market saw a value increase against the same period last year (+12%). It has increased by the same rate when looking at YTD figures (+12%), helped by an extra week in the calendar vs. 2017. ARP saw a very minimal decline by **-1%** in the current YTD (Total toys: \$14.52 in previous YTD and \$14.36 in the current YTD).



March % Change YOY

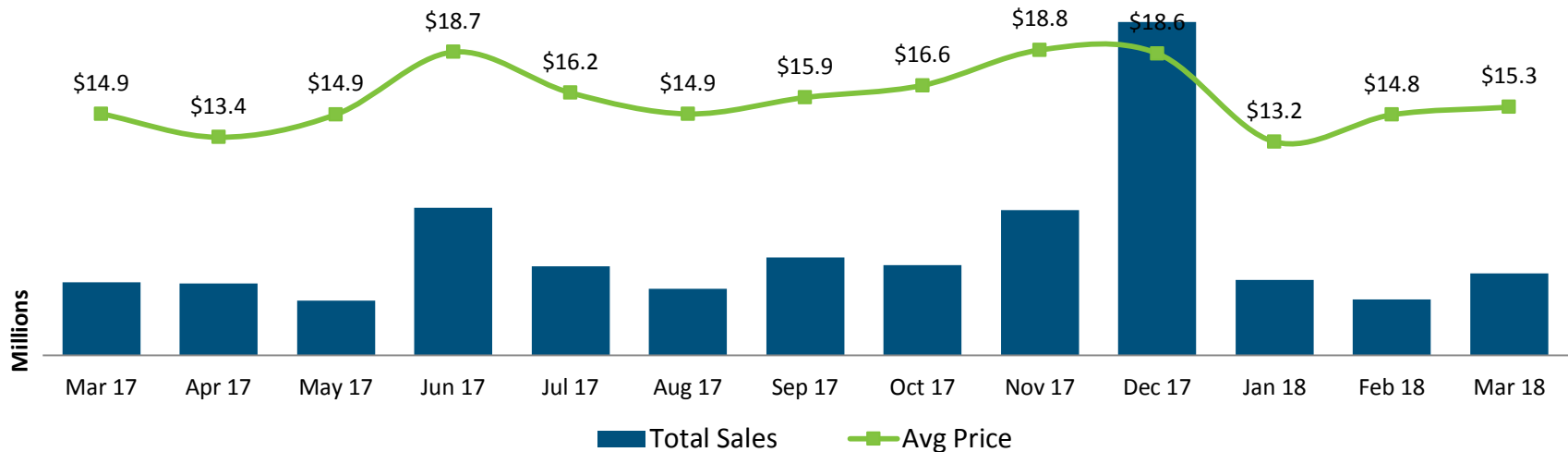


YTD % Change YOY

Monthly Trend

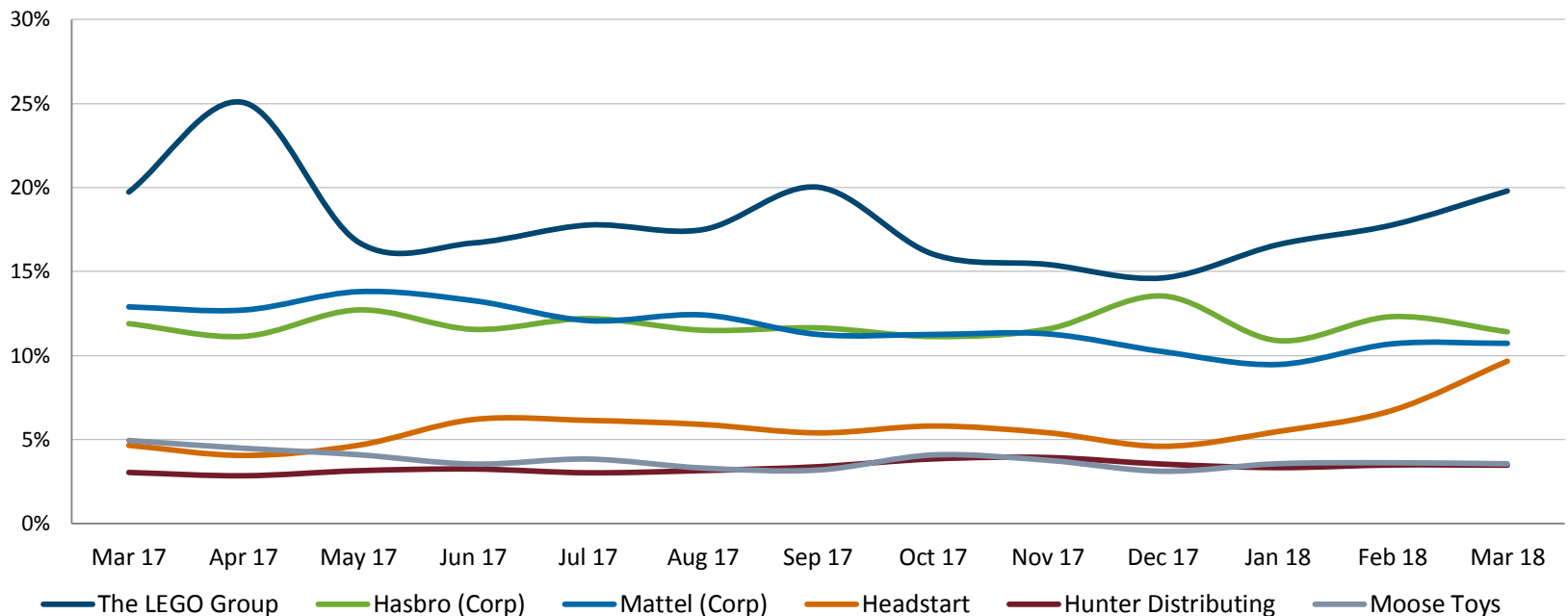
Average price in March has increased by 3% compared to same month last year. ARP has increased in the current YTD for collectibles going from \$8.95 to \$9.83. The slight decline in ARP is coming from non collectible toys declining from \$15.70 to \$15.45

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



Corporate Manufacturers Trends

Hasbro continues to maintain their position as the #2 manufacturer after Lego although their share has declined slightly in the month of March. Lego grew by double digits in value when comparing March 18 to March 17. Lego Creator is instrumental to this growth.

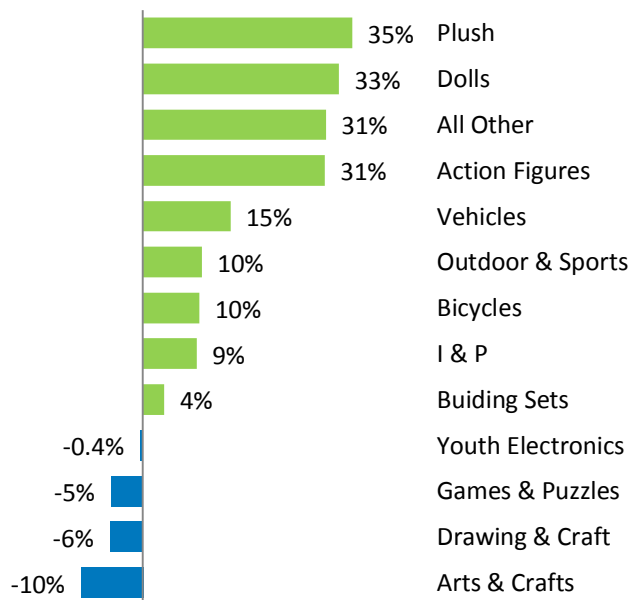


Top Distributors rank by Market Share

Category Trends

Most supercategories have seen growth in the current YTD vs. the prior period. This is led by Plush, followed by Dolls, All Other Toys and Action Figures. In Plush, Ty Beanie Boos and Pikmi Pops are some of the key drivers while in Dolls, a huge proportion of growth is still coming from L.O.L Surprise. Soft N Slo Squishies was a strong performer of All Other Toys. Within Action figures, Beyblade is still going strong accounting for 30% of this category.

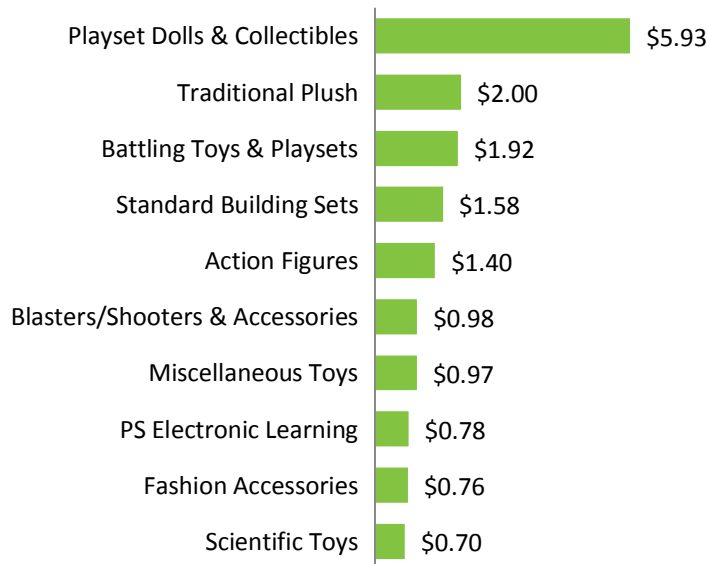
Value Change YTD



Subclass Trends

Breaking it down by subclasses, Playset Dolls and Collectibles subclass continues to lead the growth of Toys and that is led by L.O.L. Surprise. Within Traditional Plush, Ty Beanie Boos and Pikmi Pops are the best sellers. Similar to previous months, Beyblade continues to dominate Battling Toys & Playsets

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



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



For more information

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