



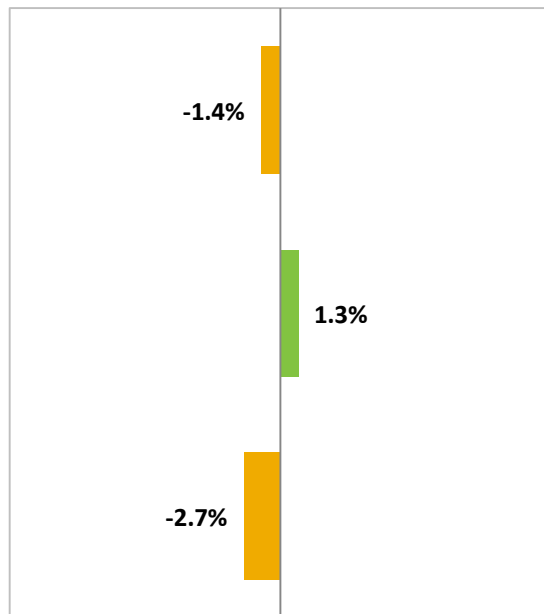
# ATA Report

December 2017

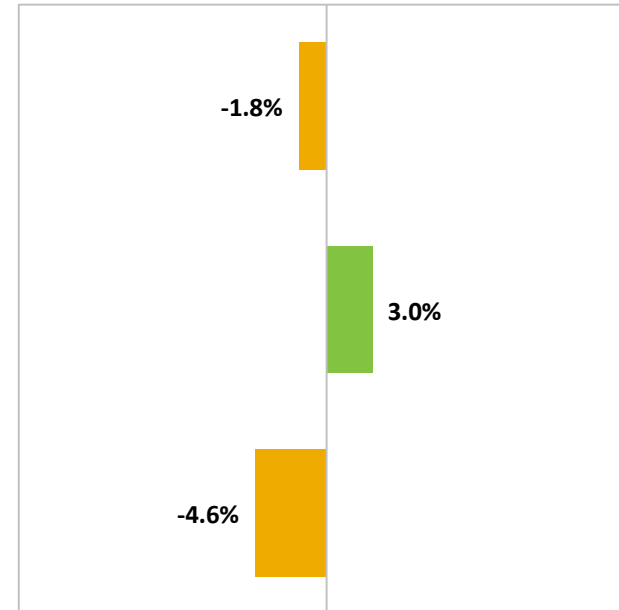
Australia Toy Association

# Industry Trends

December Toys performance had a slight decline against last year (-1.4%), although the YOY decline shrank versus November YOY. The increase of YTD units by +3% did not offset the decline of Average price of -4.6%, leaving Total 2017 just shy of (-2%) value decline vs 2016



December % Change YOY

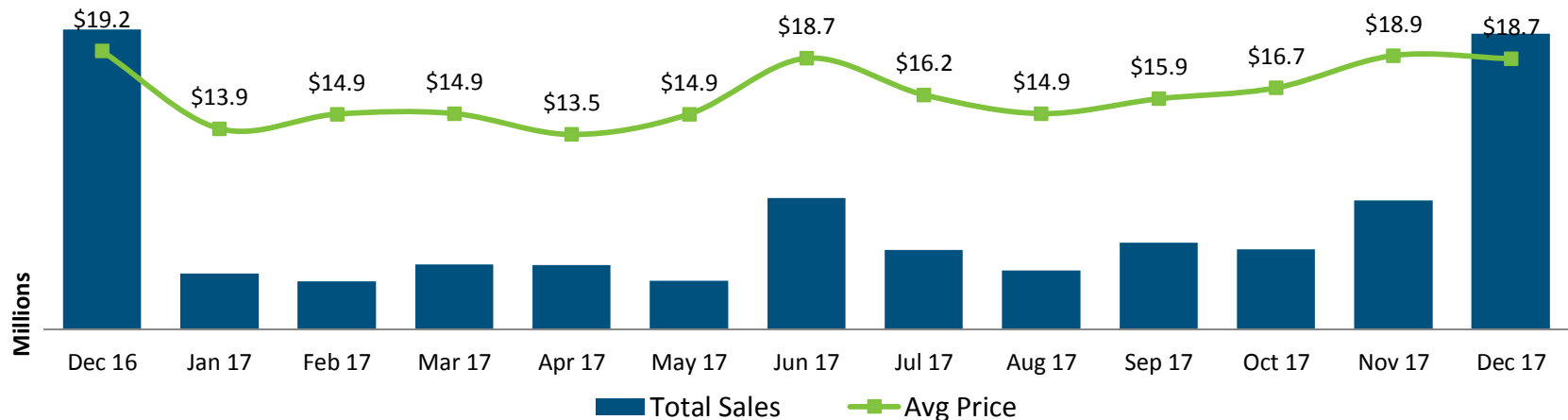


YTD % Change YOY

# Monthly Trend

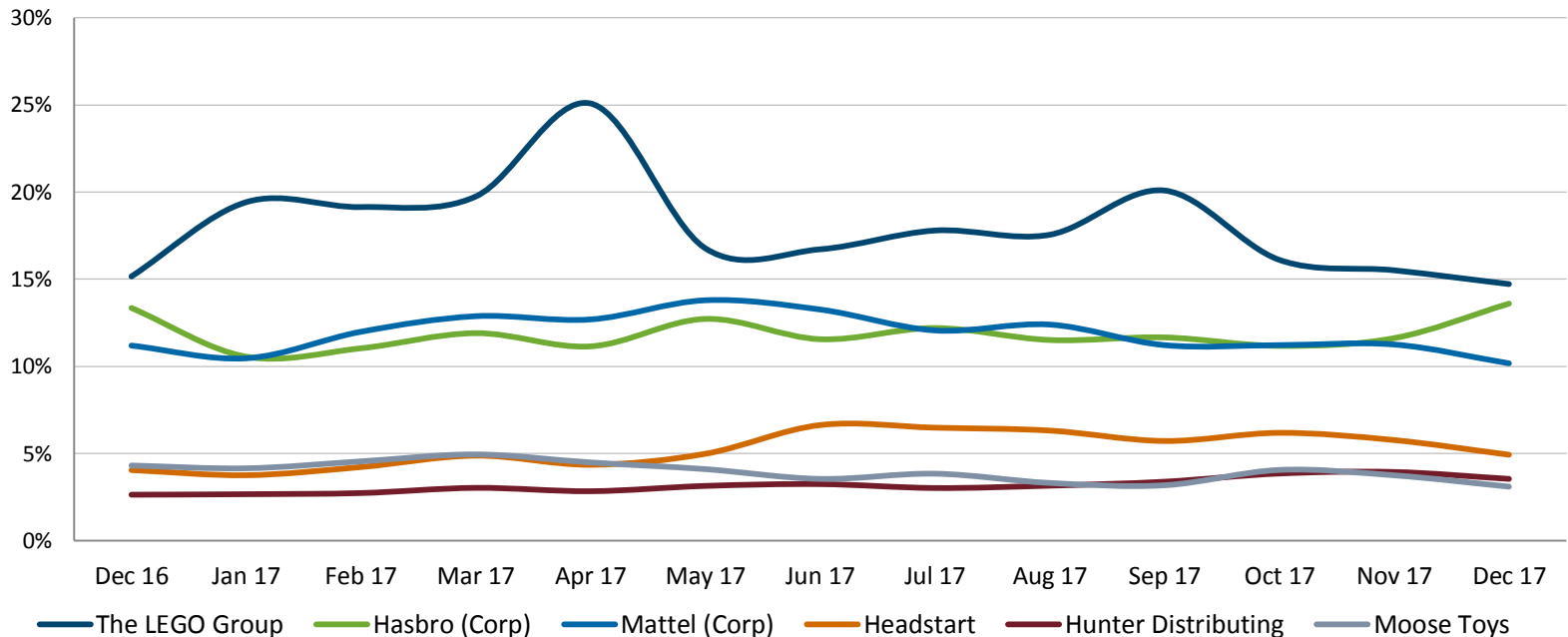
Average price was a defining factor for the declining value performance during 2017. December was not the exception as it dropped nearly **(-3%)** YOY, consolidating the price drop for the entire year of **-4.6%**

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



# Corporate Manufacturers Trends

As the year closed, so did the value share gap between Lego and Hasbro which reached its closest point during 2017. Hasbro managed to remain in second place while the gap between Hasbro and Mattel reached the highest for 2017 in December

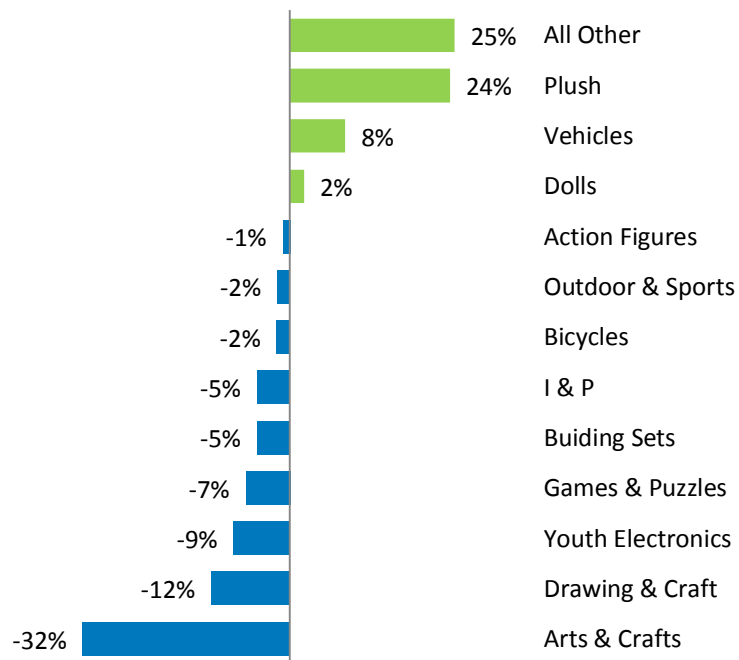


**Top Distributors rank by Market Share**

# Category Trends

While 'All Other Toys' had best YTD performance, Plush had the best Month's sales increase in December by +33% driven by TY. On time for Christmas, Bicycles also displayed a strong +19% growth during the last month of the year

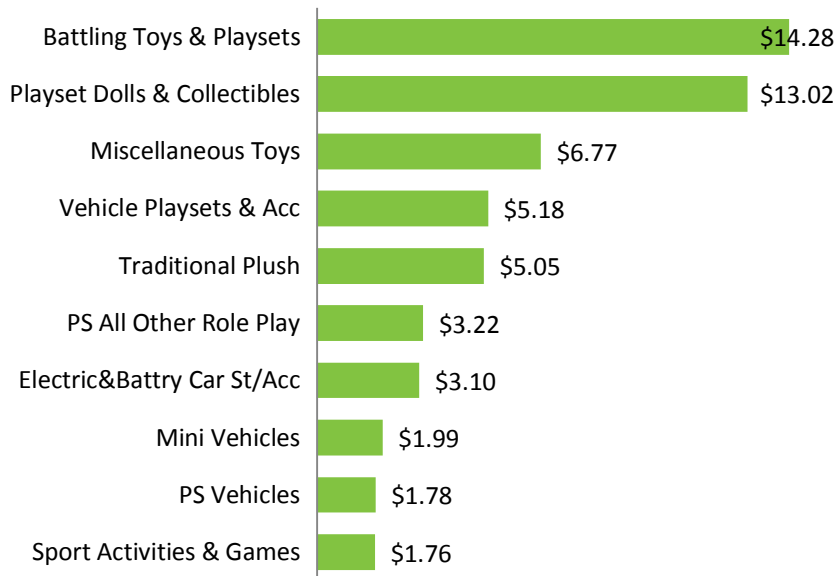
## Value Change YTD



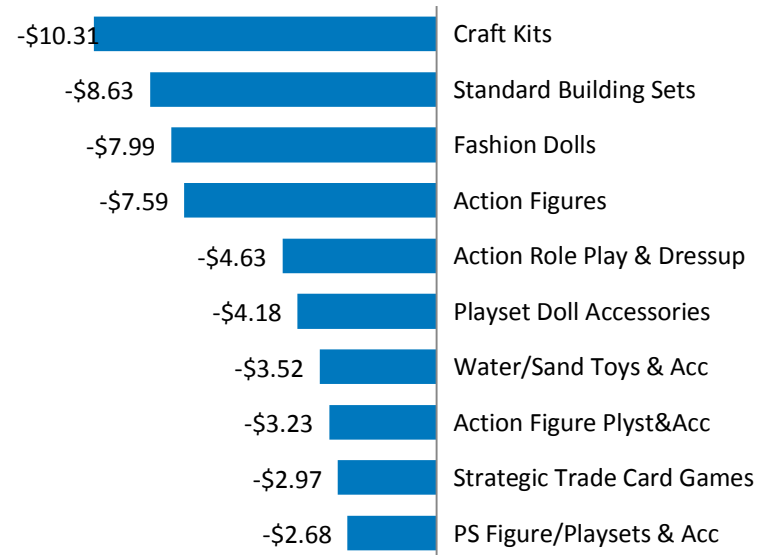
# Subclass Trends

Battling Toys & Playsets leading the Subclass growth with Beyblade. Meanwhile Craft Kits faced a sharp cut led by a decline on Bunchems amongst others

**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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