



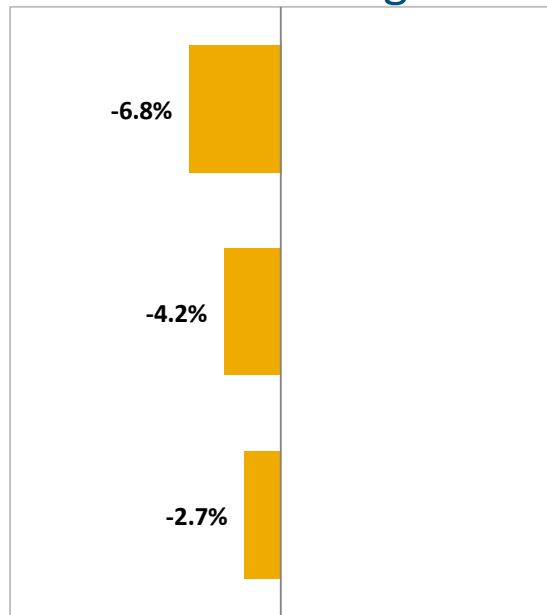
# ATA Report

November 2017

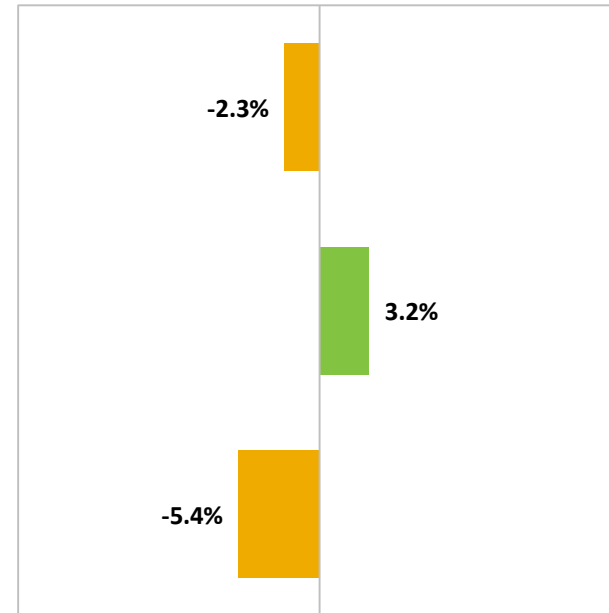
Australia Toy Association

# Industry Trends

November Toys performance displayed a single-digit decline against last year **(-6.8%)**, shrinking YOY decline versus October YOY by one percent point further in the lead up to Christmas. The YTD decline of **-2.3%** means a heavy reliance on performance turnaround in the Christmas period that may be supported by the launch of value driving movies



November % Change YOY

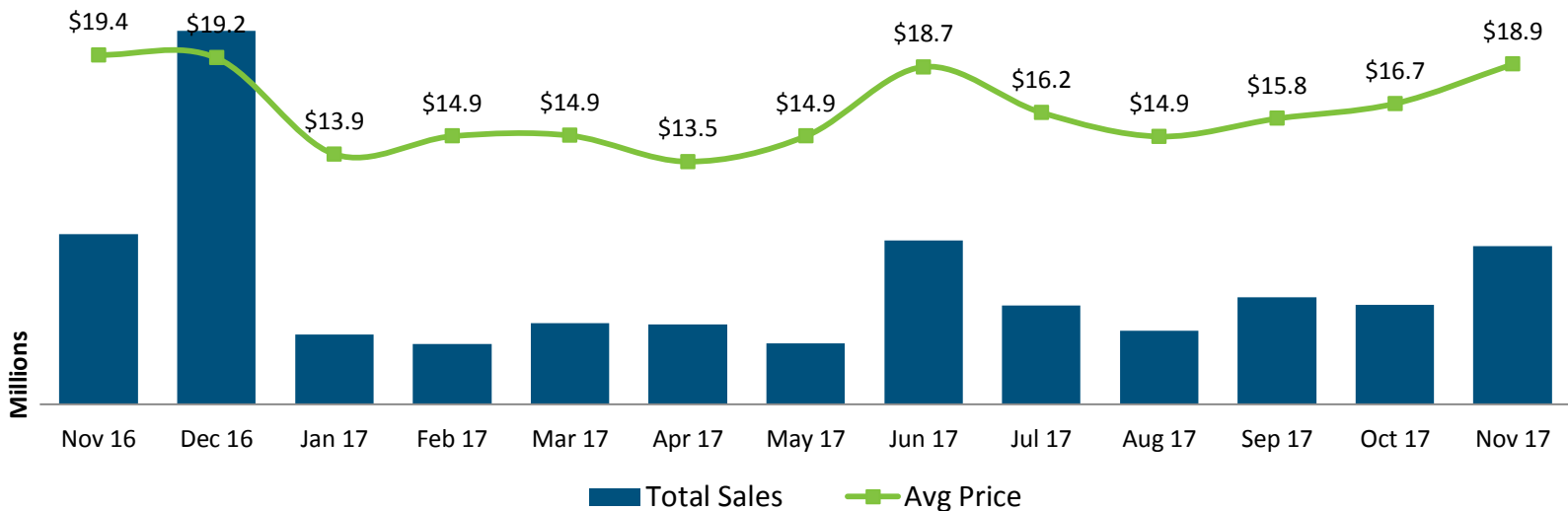


YTD % Change YOY

# Monthly Trend

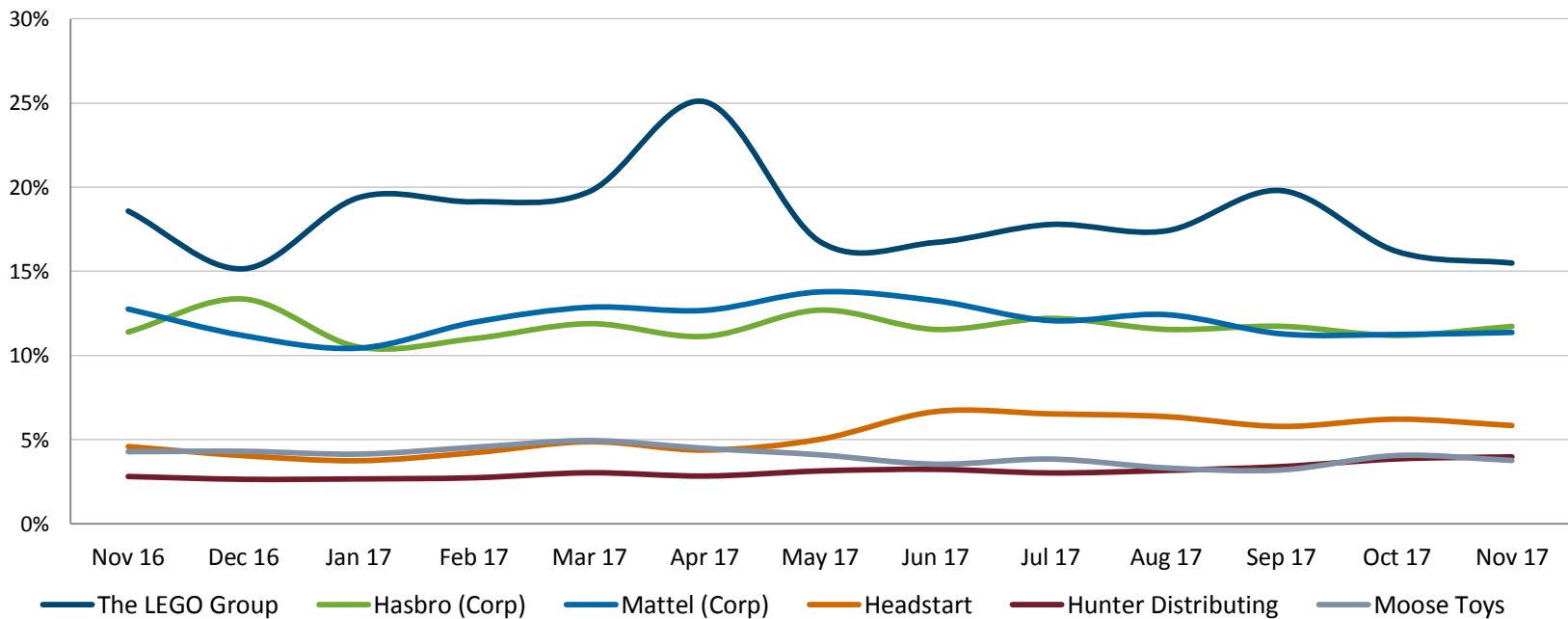
The average Price for November reached the highest point of 2017 at \$18.9, however it is declining -2.7% compared to November 2016. YOY Average price is decreasing by -3.2%, driving a total value performance decline of -2.3%. Unit performance on the other hand has increased in YTD by +3.2%

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



# Corporate Manufacturers Trends

Lego performance was flat in November after a sharp share decline in September. Hasbro climbed one position in the charts with +0.5ppt, taking over the 2<sup>nd</sup> place from Mattel which maintained a 11.3% value share

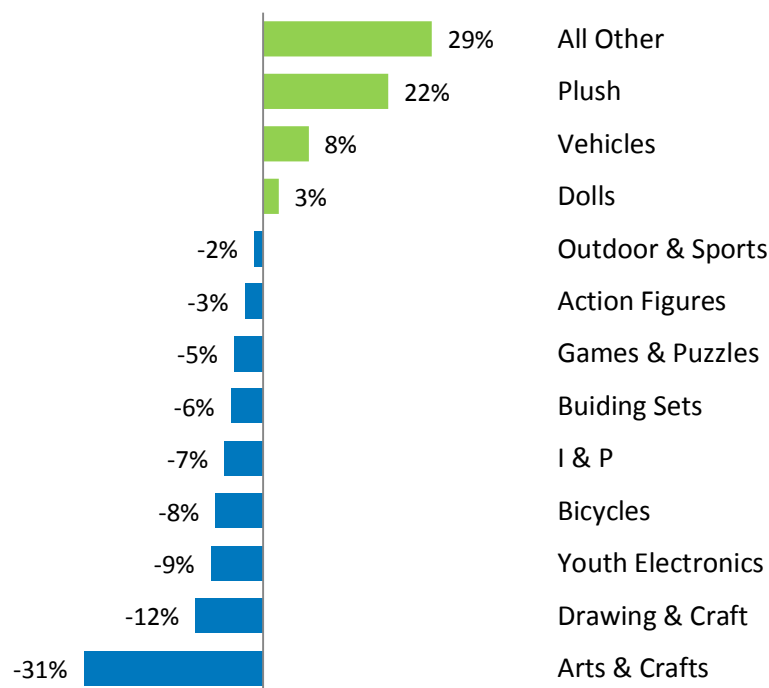


Top Distributors rank by Market Share

# Category Trends

Ooshies is the main driver on the strong performance that 'All Other Toys' is experiencing. Plush displayed a +15% improvement for the Month's sales change led by Hatchimals in November while its YTD performance reached +22%

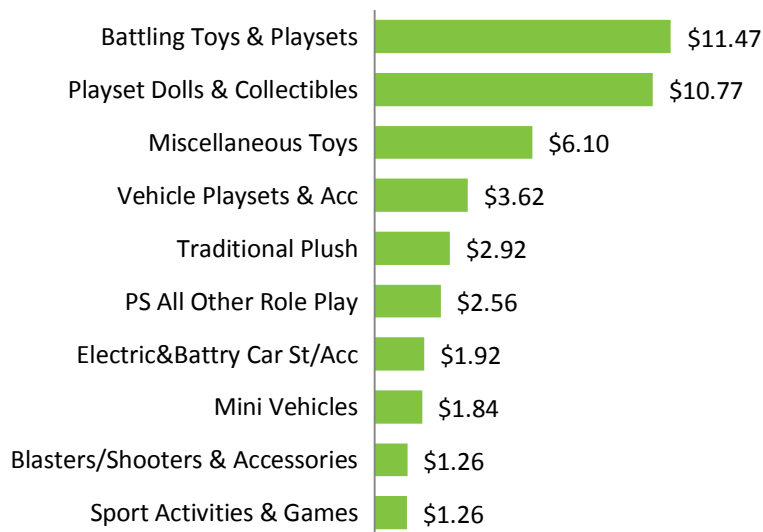
## Value Change YTD



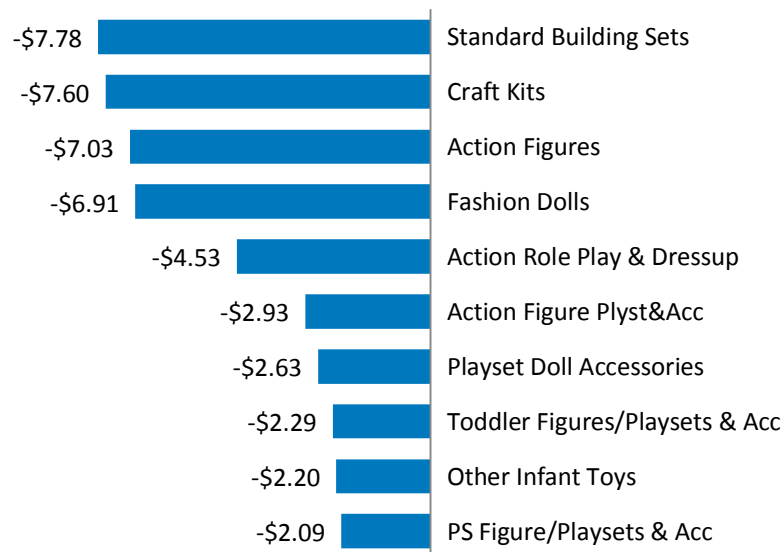
# Subclass Trends

Action Figures subclass left the bottom of the subclass ladder in November, however Standard Building Sets and Crafts Kids are displaying bigger scale value drop and driving the overall market decrease.

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



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



## For more information

Contact The NPD Group at 866-444-1411 or email [contactnpd@npd.com](mailto:contactnpd@npd.com), or your account representative below.

**Luis Gil**

Account Manager

[Luis.gil@npd.com](mailto:Luis.gil@npd.com)

+61 411 380 045

**Seton Leung**

Account Director Toys and Video Games

[seton.leung@npd.com](mailto:seton.leung@npd.com)

+61 0408 190 341

---

## About The NPD Group, Inc.

The NPD Group provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry.

For more information, visit [npd.com](http://npd.com) and [npdgroupblog.com](http://npdgroupblog.com).

Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup).