

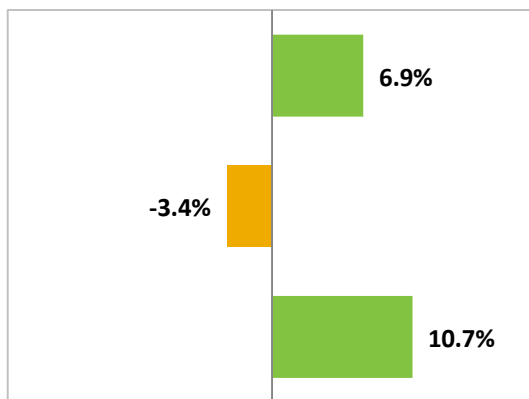
ATA Report

June 2018

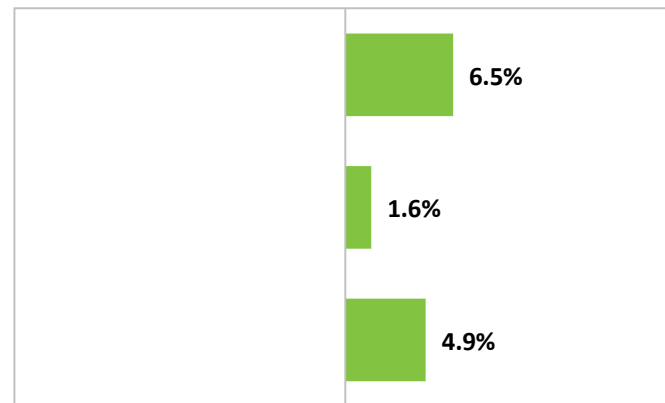
Australia Toy Association

Industry Trends

The June toy sale this year showed positive results particularly for dollars, increased by +7%. However, units saw a decline of -3%. Infant Toddler & Preschool, which was the largest supercategory tracked in June18, grew by +10% in value and +6% in units. It is worth noting that the Dolls category had the strongest month on month value growth +28% and also the strongest current YTD value growth +28%. Youth Electronics was the second fastest growing category June18 vs. June17, +26% and this was driven by Robotic/interactive toys such as Fingerlings & Build A Bot.



June % Change YOY

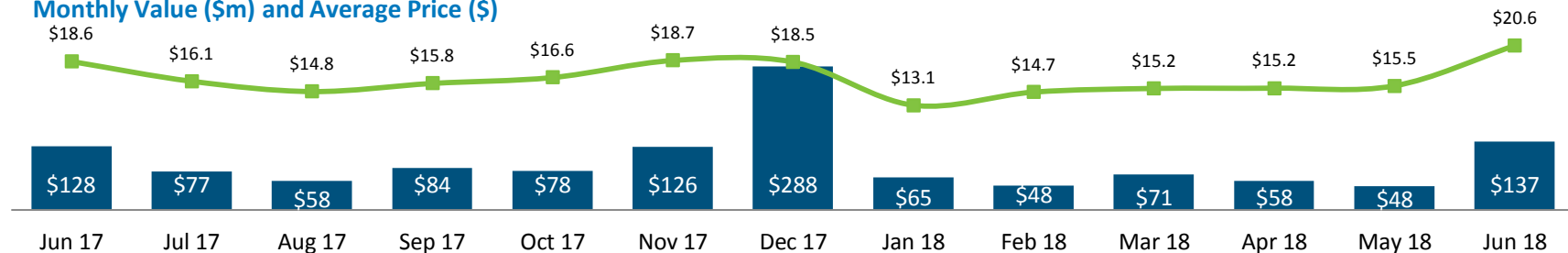


YTD % Change YOY

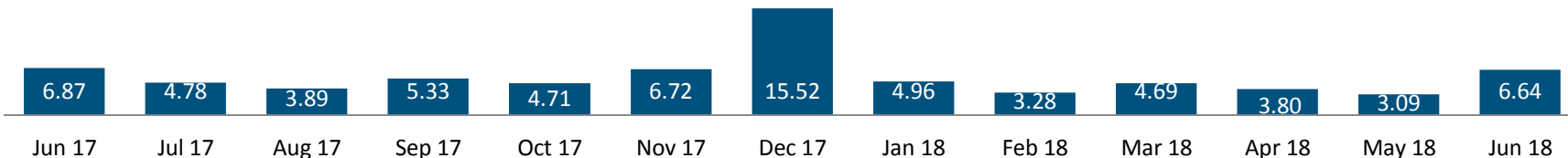
Monthly Trend

In line with last year, there was a strong uplift in the average price from May18 to June18 by 32%. Avg price this June is also 11% higher than the same month last year. This price premium is the highest avg price recorded in 34 months (Jun15 & Jul15: \$20.70). 6 categories had double digit growth on avg prices compared to the same period last year: All Other Toys +39%, Dolls +22%, Arts & Craft +17%, Outdoor & Sports +12%, Vehicles +12% and Building Sets +11%. On the flipside, Bicycles, Drawing & Craft Supplies, Plush and Youth Electronics saw avg prices decline vs. same month last year.

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



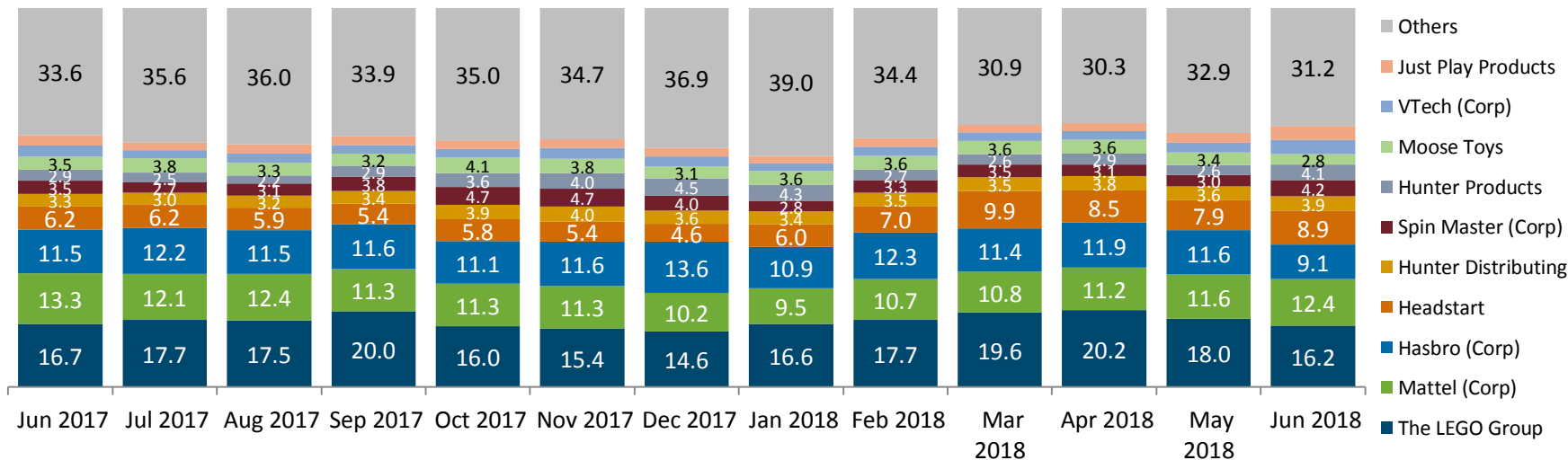
Monthly Units (mil.)



Corporate Manufacturers Trends

(ranked in value current YTD)

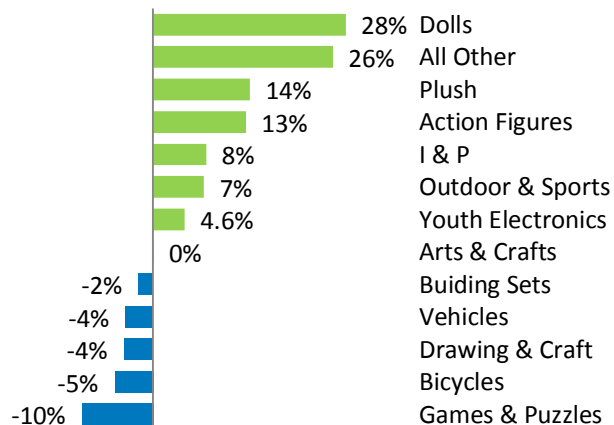
The top 3 manufacturers still account for 38% of the market in June18, but collectively the top 3 have lost 4% percentage share points. Lego was the only manufacturer out of the 3 with absolute value growth at 3% compared to the same month last year. Within the top 10 manufacturers, Headstart had the highest absolute value growth +54% compared to the same period last year. Hunter Products was the second fastest growing manufacturer after Headstart.



Category Trends

Dolls, the 4th largest category with 13% value share this YTD continued to dominate with L.O.L Surprise being the key driver. All Other Toys continued to be led by squishy toys with 6 out of the top 10 sellers. Within Action Figures, the fifth largest category with 8% value share, Beyblade continued to maintain the leading position. Jurassic Park/World also became the 5th largest property within Action Figures and during the previous YTD, that position was filled by Ninja Turtles. Within Infant, Toddler & Preschoolers, the success of PJ Masks overtook Paw Patrol as the number 1 property and the best selling item in the current YTD was the PJ Masks Vehicle Assortment

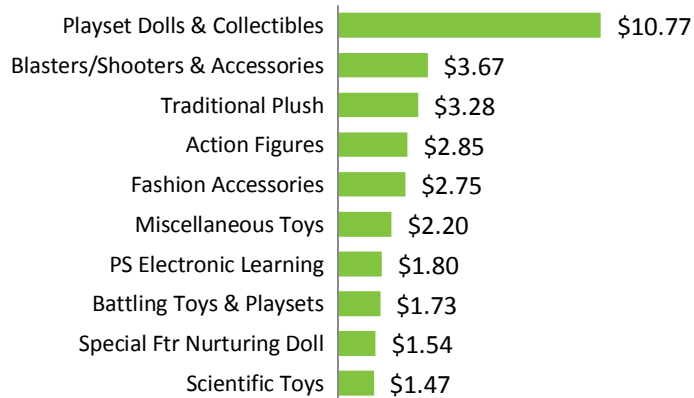
Value Change YTD



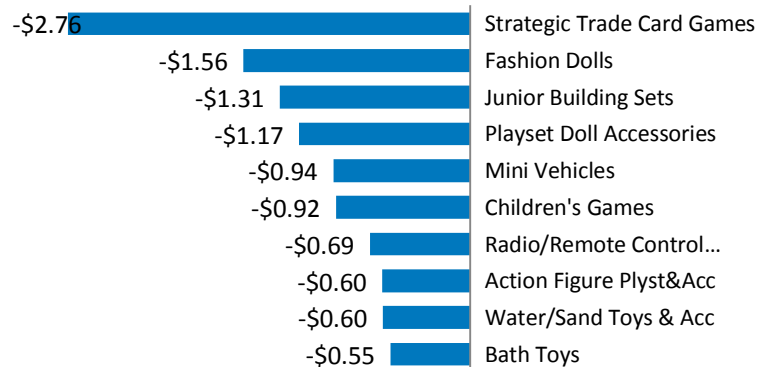
Subclass Trends

Playset Dolls and Collectibles subclass continually led the growth of Dolls. The L.O.L Surprise Confetti Pop Assortment was the best seller in the current YTD and June18. The Pearl was the second best seller within the month of June with an avg price of \$41.56. In the Blasters/Shooters & Accessories subclass, Nerf had over 80% share in the previous YTD. Although Nerf is still number 1, there is increasing competition from Laser X and X-Shot. Within Strategic Trade Card Games, the decline came from Pokemon. Disney Princess & Frozen drove the decline for fashion dolls.

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



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



Property Trends

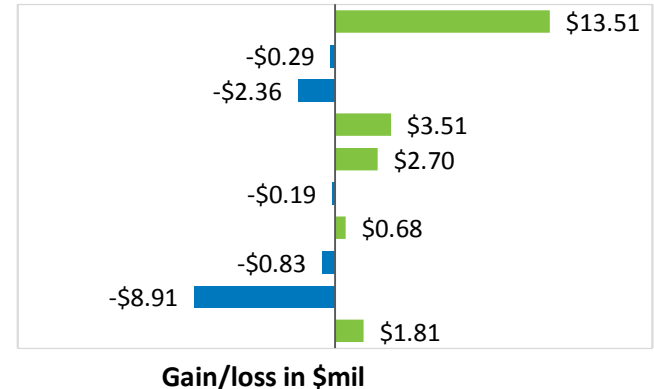
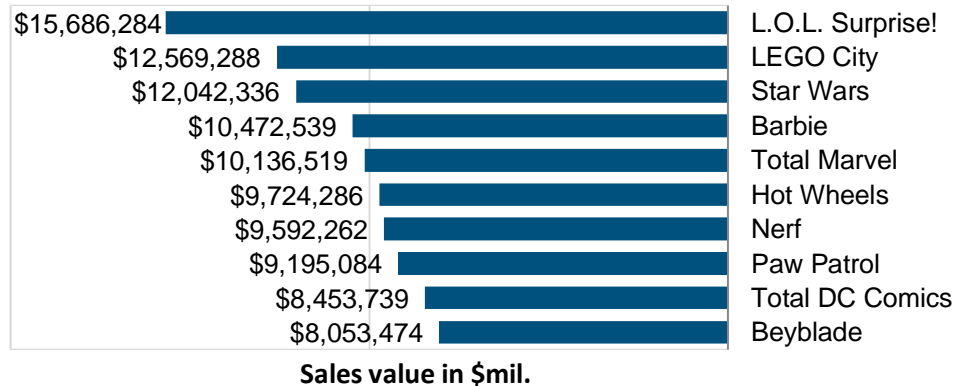
Top 5 new properties YTD Jun17 vs. YTD Jun18

- #1 – Pikmi Pops
- #2 – Fingerlings
- #3 – Soft N Slo Squishies
- #4 – Turning Mecard
- #5 – Smooshy Mushy

Top 5 growth properties YTD May17 vs. YTD May18

- #1 – L.O.L Surprise!
- #2 – PJ Masks
- #3 – Jurassic Park/World
- #4 – Hatchimals
- #5 – Barbie

Top 10 properties in value YTD Jun17 vs. YTD Jun18



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