



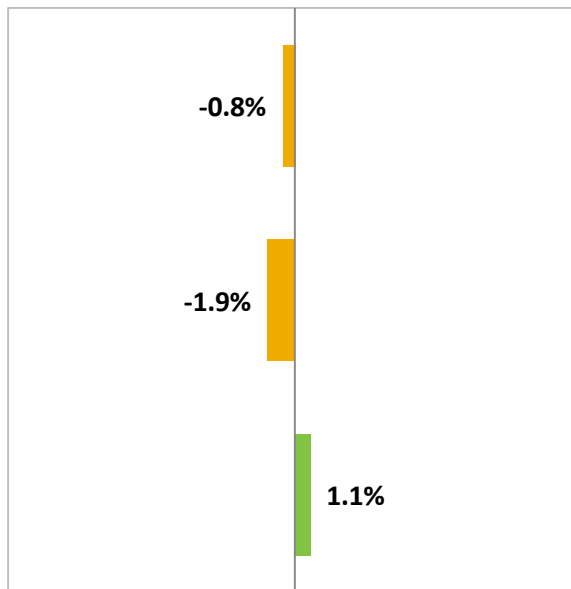
# ATA Report

September 2017

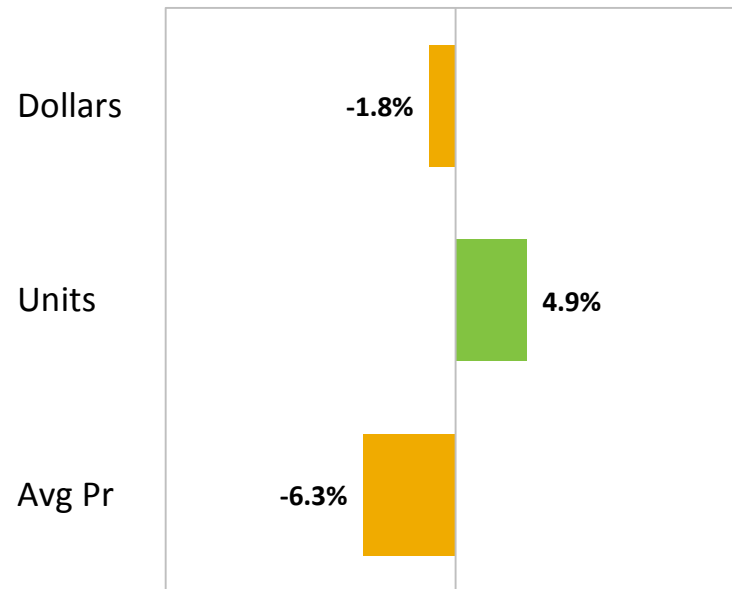
Australia Toy Association

# Industry Trends

September toys performance was very similar this year to 2016. With a **-0.8%** decline this month, that leaves the 2017 overall at **-1.8%** decline and with great expectations for the last quarter with many value driving movies



September % Change YOY

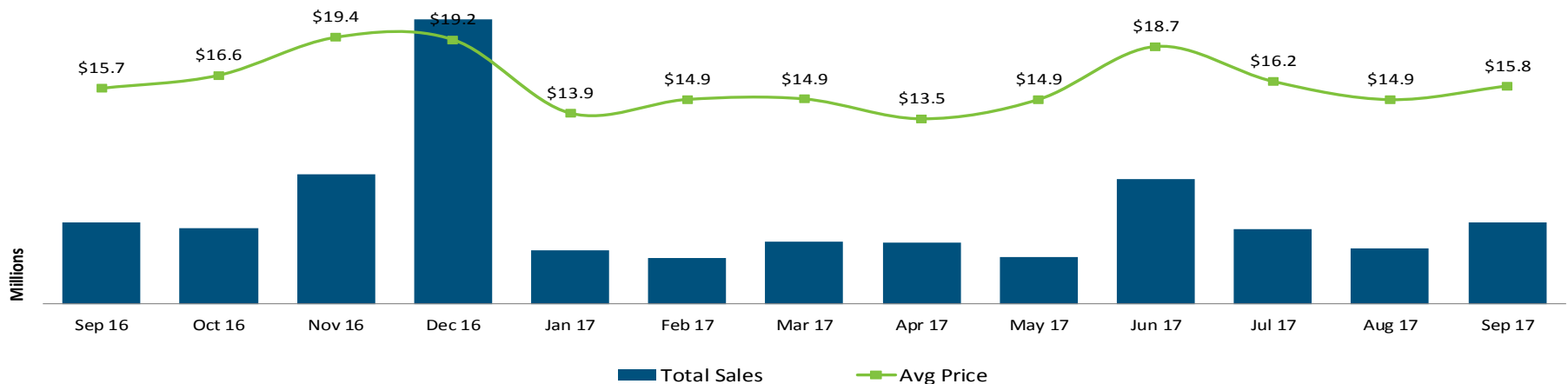


YTD % Change YOY

# Monthly Trend

Average price that has been a defining factor for the declining performance this year, has yet another decline this month losing \$0.1 dollars or a decline of **-1.1%**

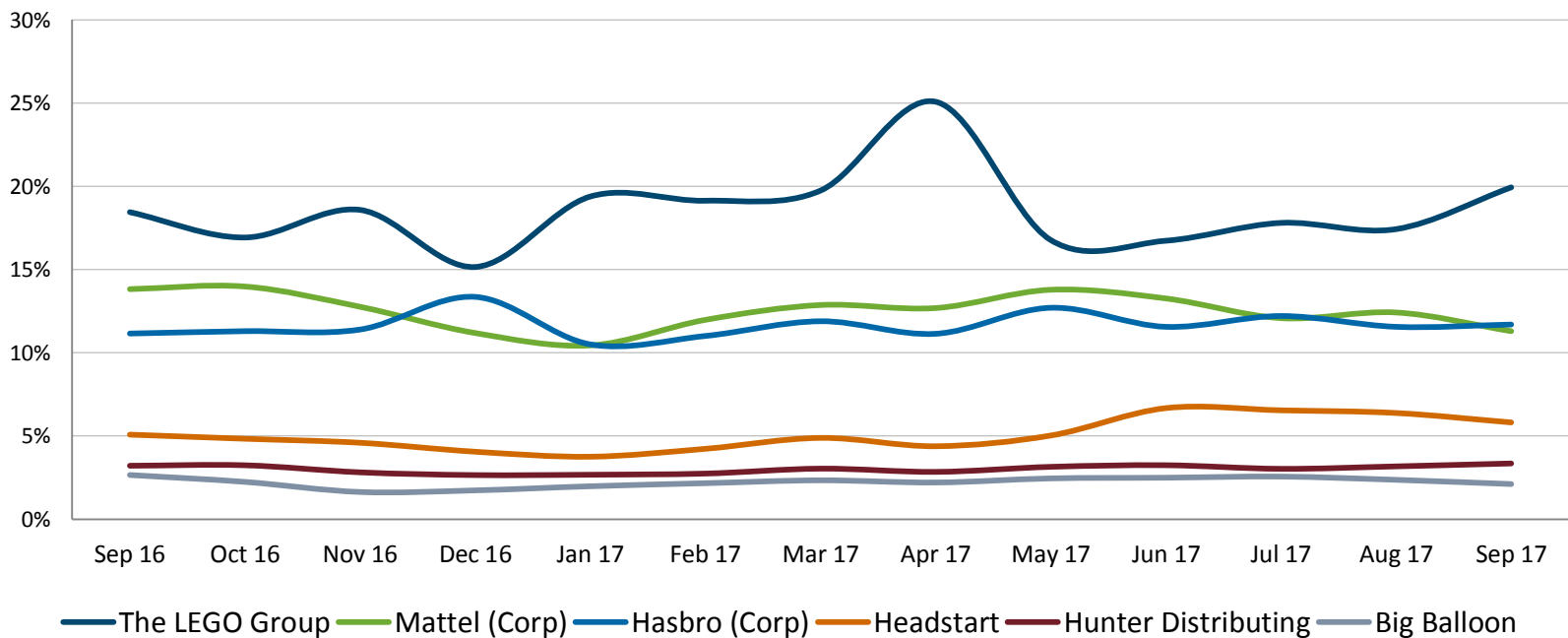
Monthly Value (\$m) and Average Price (\$)



During August the Avg Price declined -11%. YTD up to August the decline is -7.5%.

# Corporate Manufacturers Trends

More changes continue happening in the Australian distribution of toys with Hasbro closing the gap for the second position at the end of the year and Hunter taking a small distance in the 5<sup>th</sup> position

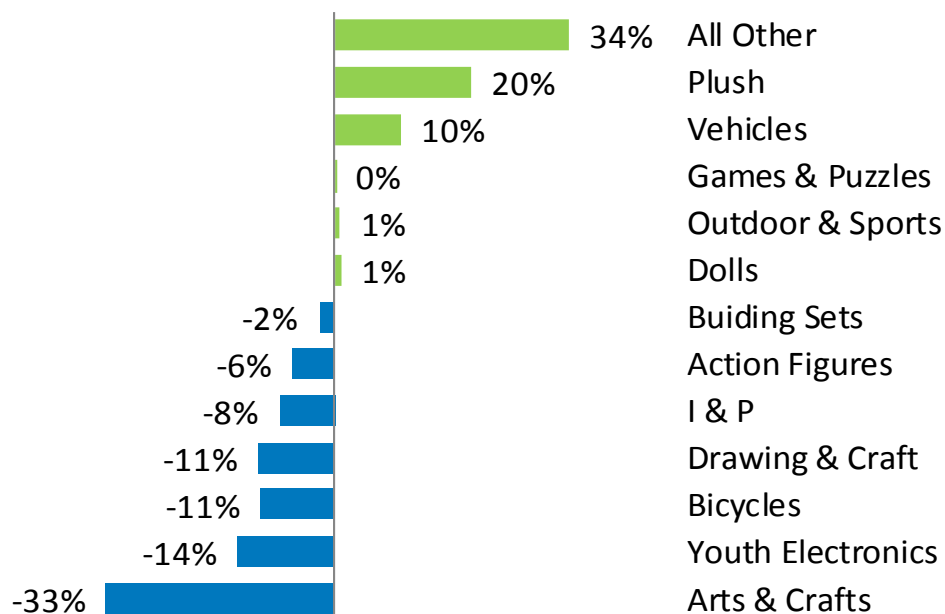


Top Distributors rank by Market Share

# Category Trends

Ooshies is the main driver on the great performance that 'All Other Toys is experiencing now that the fidget spinners have lost steam

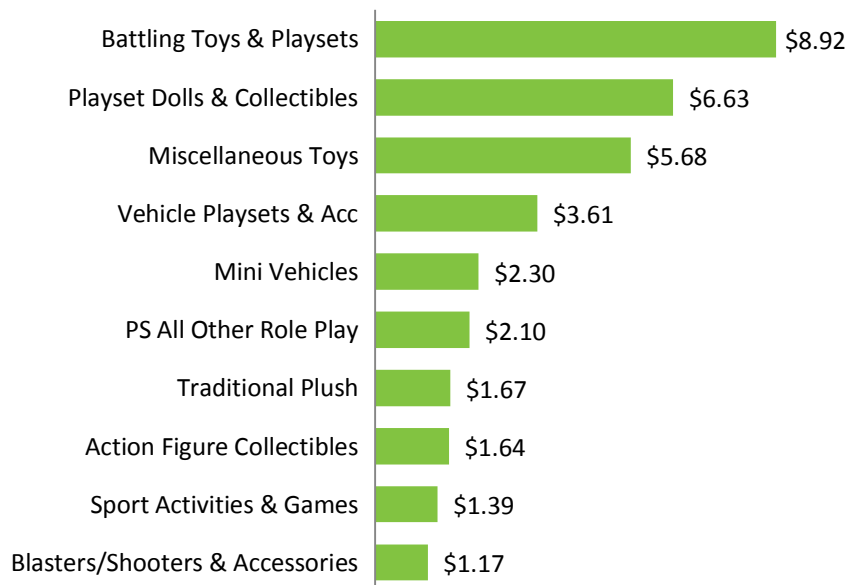
## Value Change YTD



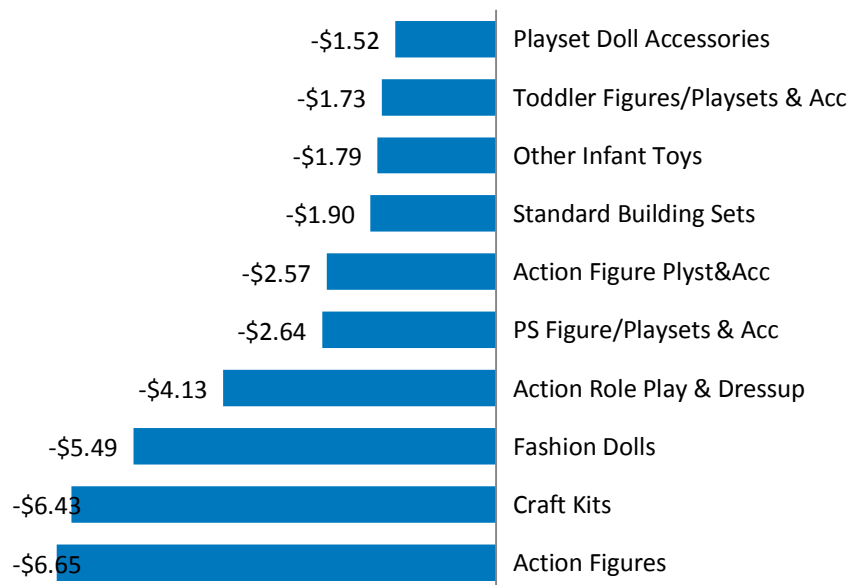
# Subclass Trends

Action Figures subclass could leave the bottom of the subclass ladder during the last quarter of 2017 with great expectations coming from movie sequels that can drive significant value into toys

**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.

**Miguel Velasquez**

Senior Account Manager

[miguel.velasquez@npd.com](mailto:miguel.velasquez@npd.com)

+62 418 500 547

**Seton Leung**

Account Director Toys and Video Games

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

+62 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).