



ATA Report

February 2016

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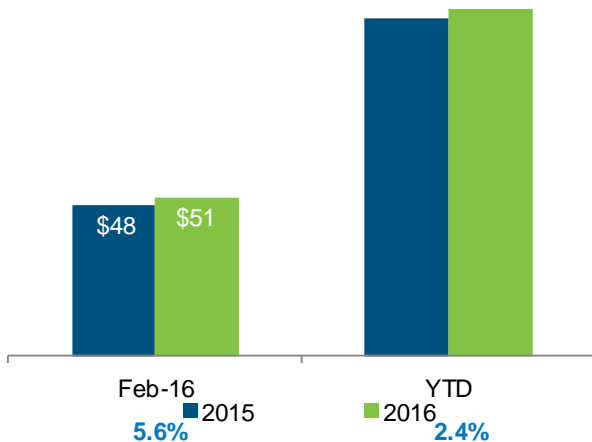


Industry Trends

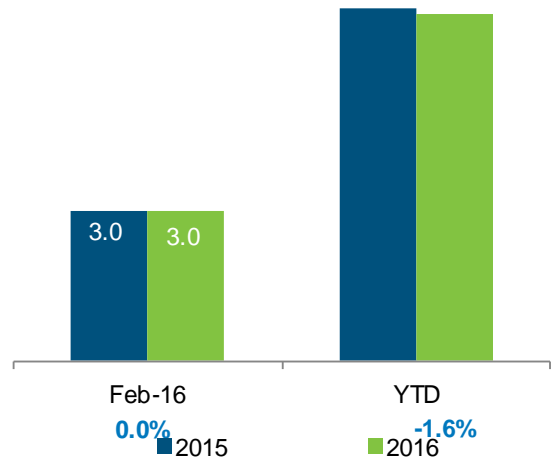
The second month of 2016 continues showing growth in the toys industry in value but declining in units. This trend was identified at the end of the 2015 with people spending on the upper price brackets across different categories.

Average retail price continues the trend up showing in February \$0.92 cents higher than the same month the previous year. Part of this incremental can also be attributed by those expensive items that don't require lots of units sold to generate significant value.

Value (\$m)

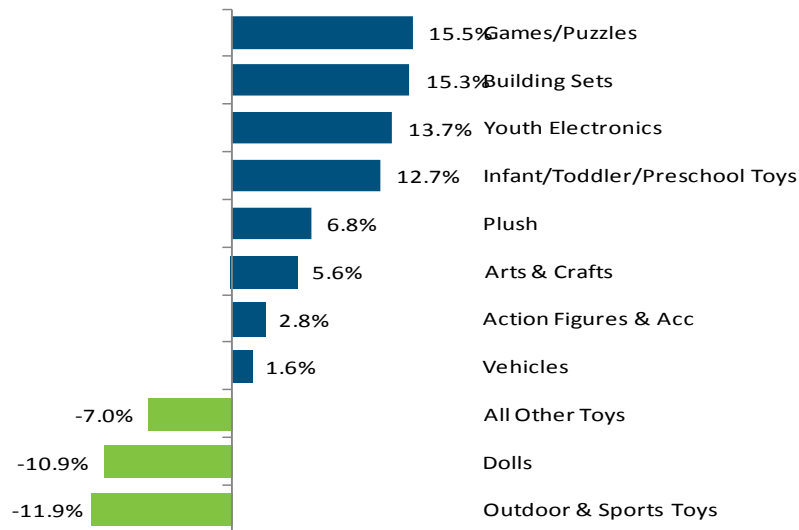


Units (m)



Category Trends

Value Change YTD



- *Games & Puzzles* is the fastest growing category in 2016 compared with the first two months of 2015. Top value drivers includes Monopoly, Star Wars and Pokemon.
- The 2nd fastest growing category is *Building Sets*. The outstanding feature is that this category is very close of being the biggest category in toys in Australia, only behind *Outdoors & Sport Toys* by 0.04%
- Closing the third and fourth positions in terms of growth during 2016 are *Youth Electronics* and *Infant/Preschool Toys*. Both with double digit growth
- On the down side *Outdoor & Sports Toys* had a declined of almost 12% and sits at the bottom of the .category performance. Pools and Outdoor equipment are amongst the biggest drivers of this decline.
- The Fashion Dolls area continues in 2016 as the main driver for the decline in the *Dolls* category.

Minor Categories

The growth of the *Standard Building Sets* minor category is testimonial to LEGO's strong performance, with Star Wars and City dominating the category.

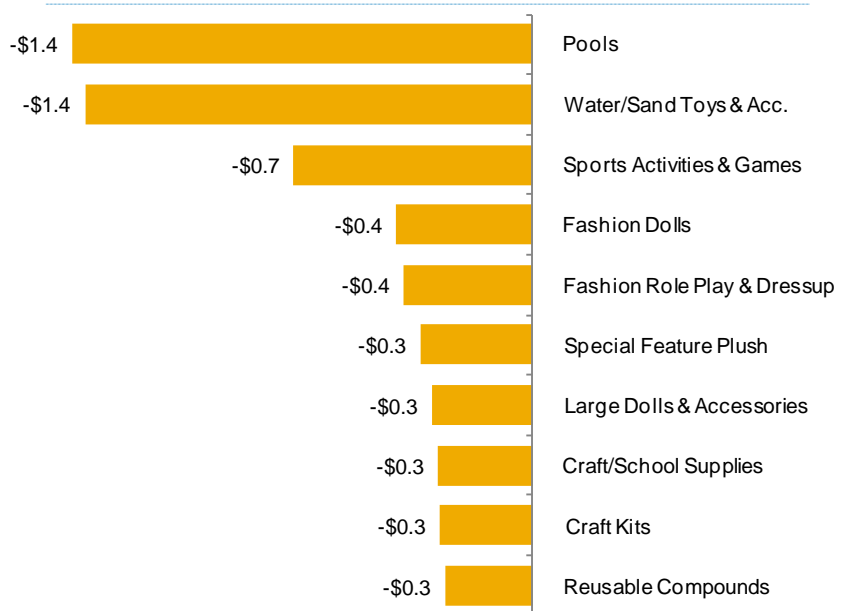
Infant/Preschool Toys and *Plush* started the year with very good results and proof of this are the minor categories that are ranking higher up.

With Half million in sales during the first two months of 2016 X-Shot is leading the value change YOY with their range models.

Fastest 10 Declining Minor-Categories by Value-lost YTD (\$m)

It seems that the repercussions of a wet summer has impacted those outdoors toys that typically have outstanding performances during this time of the year .

For the first time in many months Craft Kits has lost a bit of steam, losing \$283k YTD. Slow performances from Crayola, Glitzi Globes, Doh-Vinci or Disney Frozen, have dragged this minor category down.



Top 5 Selling Toys

1



Shopkins Series 4 12 Pk

2



Star Wars Millennium
Falcon

3



Hot Wheels Diecast
Vehicle

4



Mini Figures
Series 15

5



Star Wars X-
Wing Fighter

Thank You



Industries

Automotive
Beauty
Consumer Electronics
Entertainment
Fashion
Food / Foodservice
Home
Luxury
Mobile
Office Supplies
Sports and Leisure
Trends
Technology
Toys
Video Games

Countries

Australia
Belgium
Brazil
Canada
China
France
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India
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Mexico
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