



ATA Report

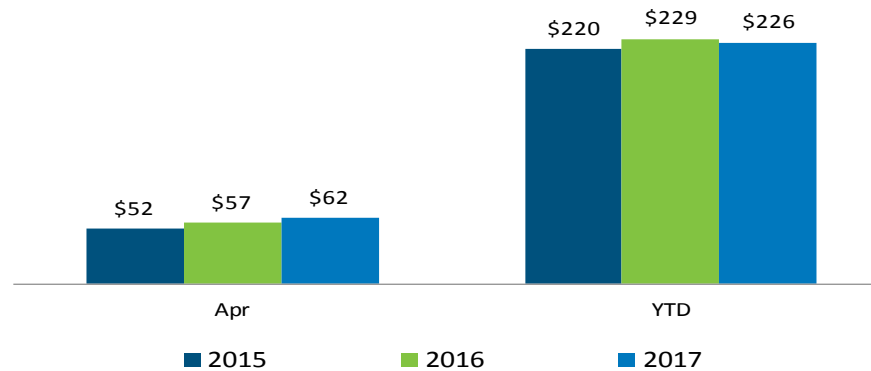
April 2017

Australia Toy Association

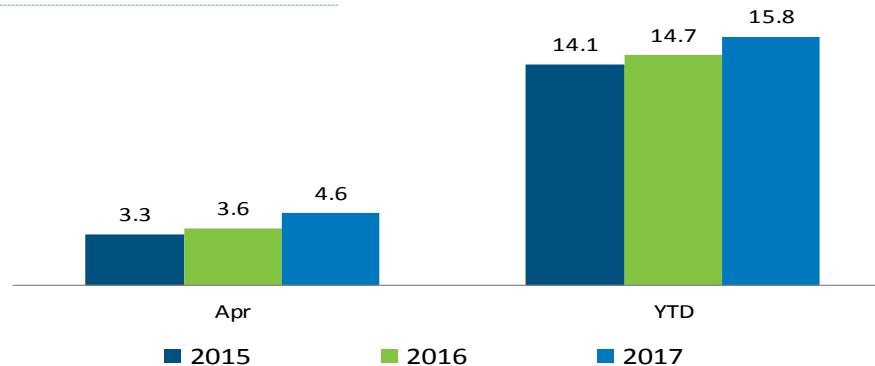
Industry Trends

In April Toys had a growth of 8% compared to April last year. This leaves the YTD market on a decline of -1.6%. Units continue strong with % change of 7.9% YTD

Value (\$m)



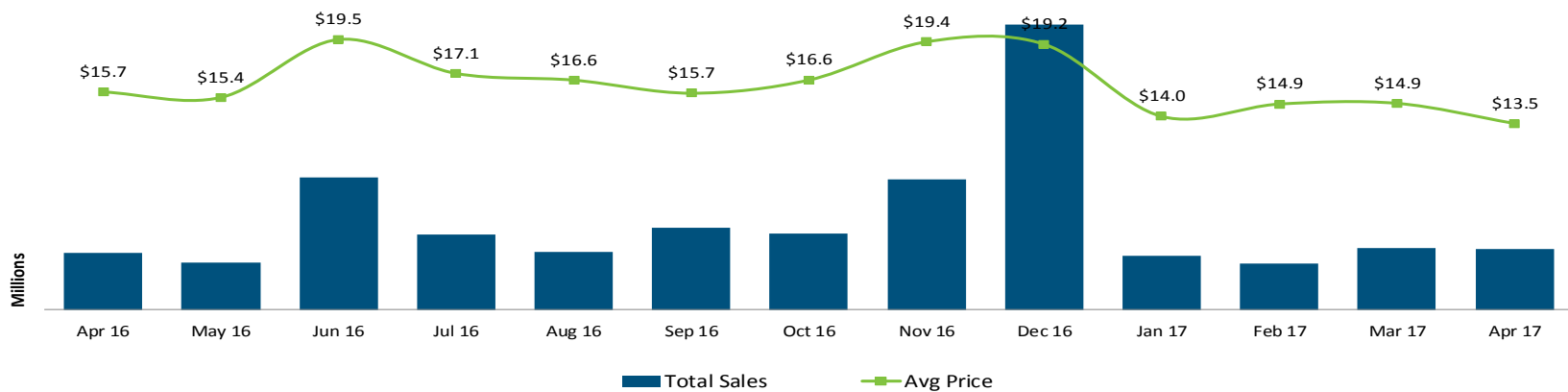
Units (m)



Monthly Trend

Average Price in April closed at \$13.5. that is \$1.4 dollars lower than the previous month and \$2.2 dollars lower than April in 2016

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

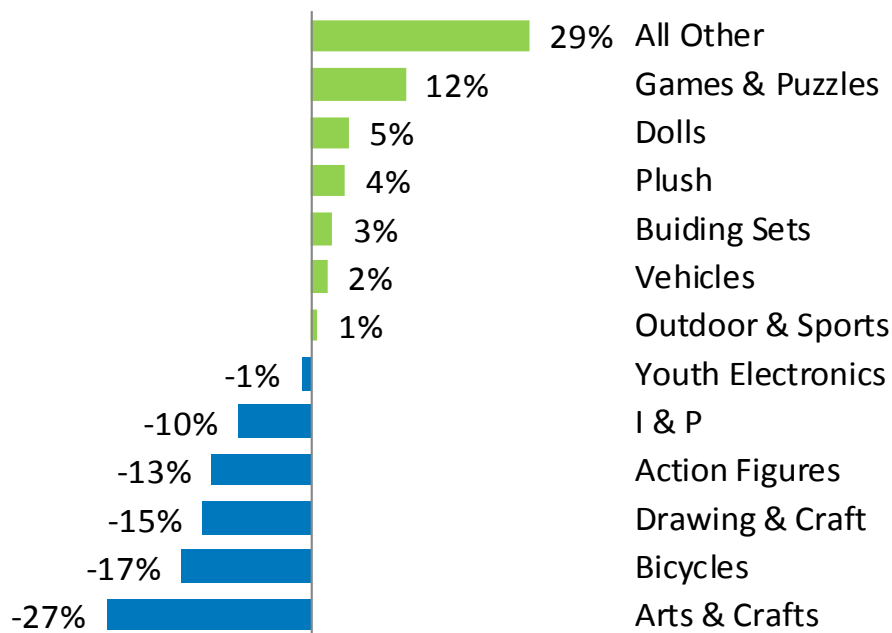


The average price continue declining in 2017: 14% lower than the same month in 2017

Category Trends

7 categories are displaying growth in the period YTD April with **All Other Toys** having the highest percent change and **Arts & Crafts** the lowest

Value Change YTD

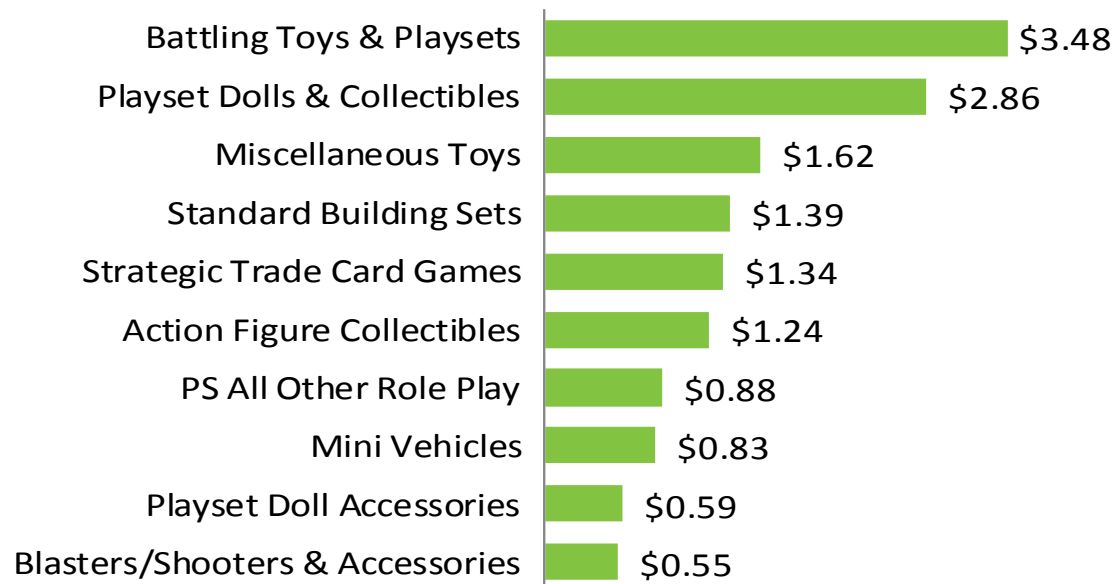


Special mention to **Youth Electronics** that have managed to bring the decline to just -1%. This category lost ½ of its value during 2016 and started 2017 with the same trend, however, Little Live Pets and Hatchimals are displaying good performances and could display growth if the sales continue strong

Subclass Trends

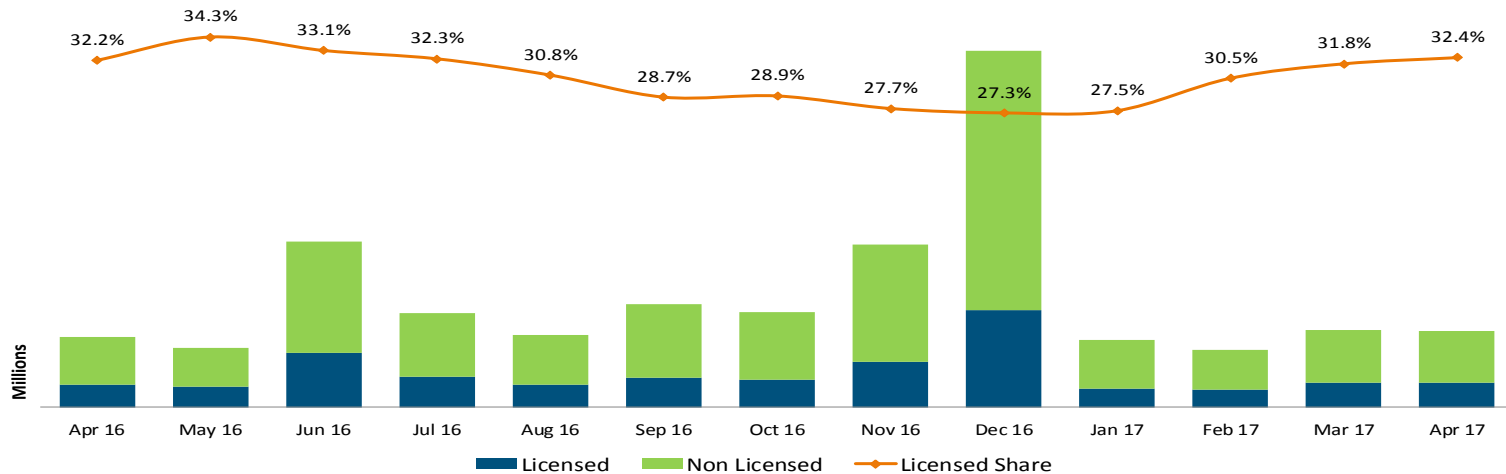
Beyblade has helped the Battling toys to be at the top of the best performing subclass during the last 3 monts

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



Licensing Trends

Licensing share had a decline when compared to non licensed toys: 1.5 share points less than in Jan 2016



The second semester is expected to have a higher influence from the Licensing properties with titles being released like Disney Cars, Spiderman or even Despicable Me and their success with the Minion's characters

For more information

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