



ATA Report

December 2016

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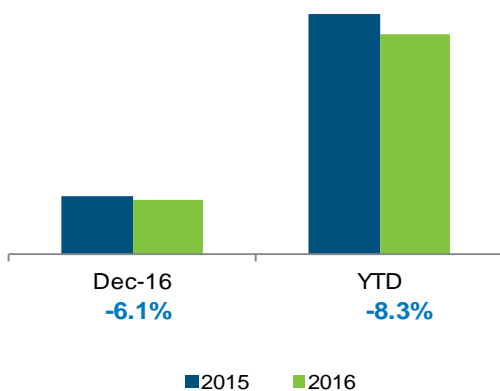


Industry Trends

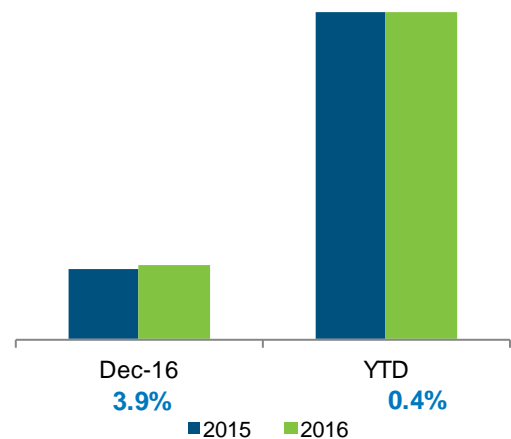
The end of the year closed with a decline of -8.3% compared to 2015. The market couldn't recover from the value lost during the toy catalogue. In fact December didn't fulfil the market expectations and suffer a decline of -6.1%.

In terms of units there was an increase YOY of 0.4% in 2016, but compared to value, we can say that the market is focusing on lower price tag models across the industry

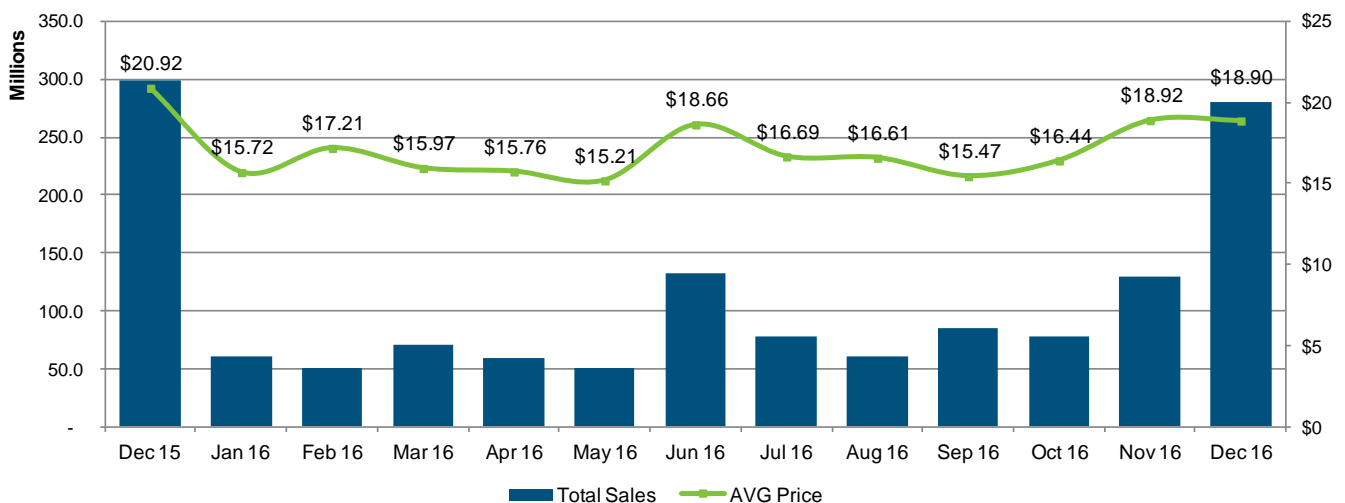
Value (\$m)



Units (m)

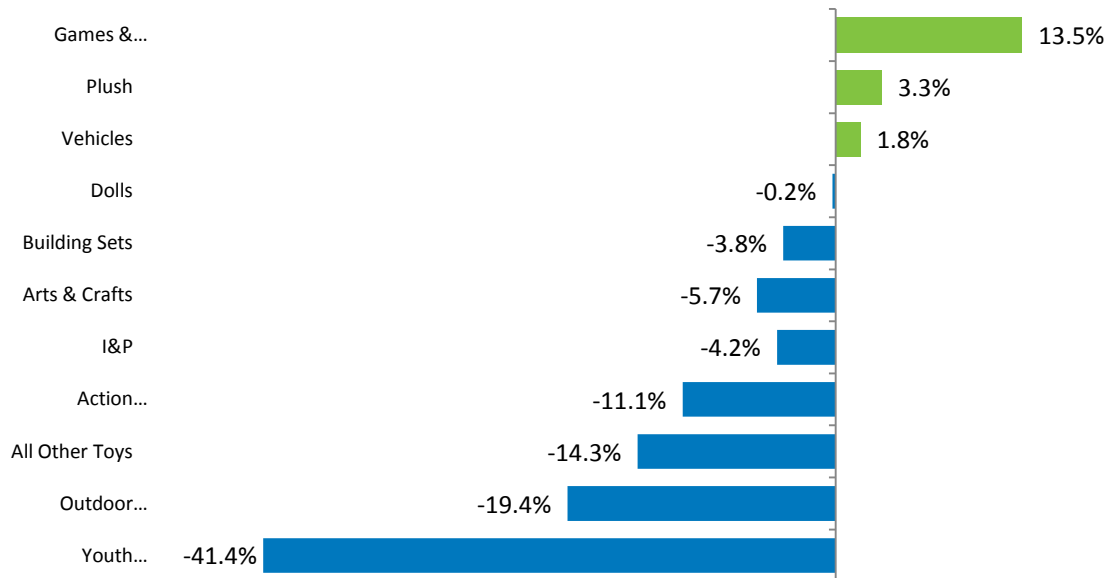


Monthly sales (\$m) and Average Price

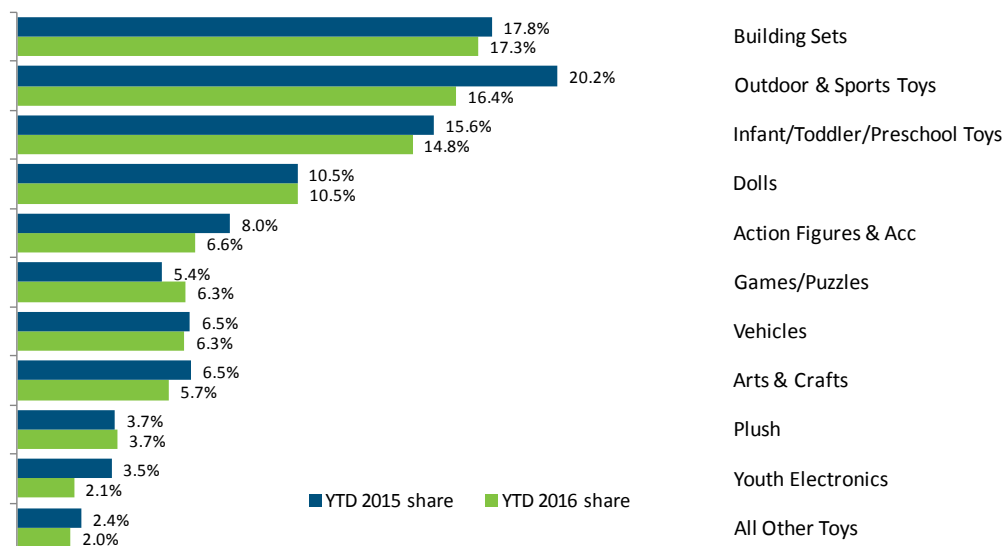


Category Trends

Value Change YTD



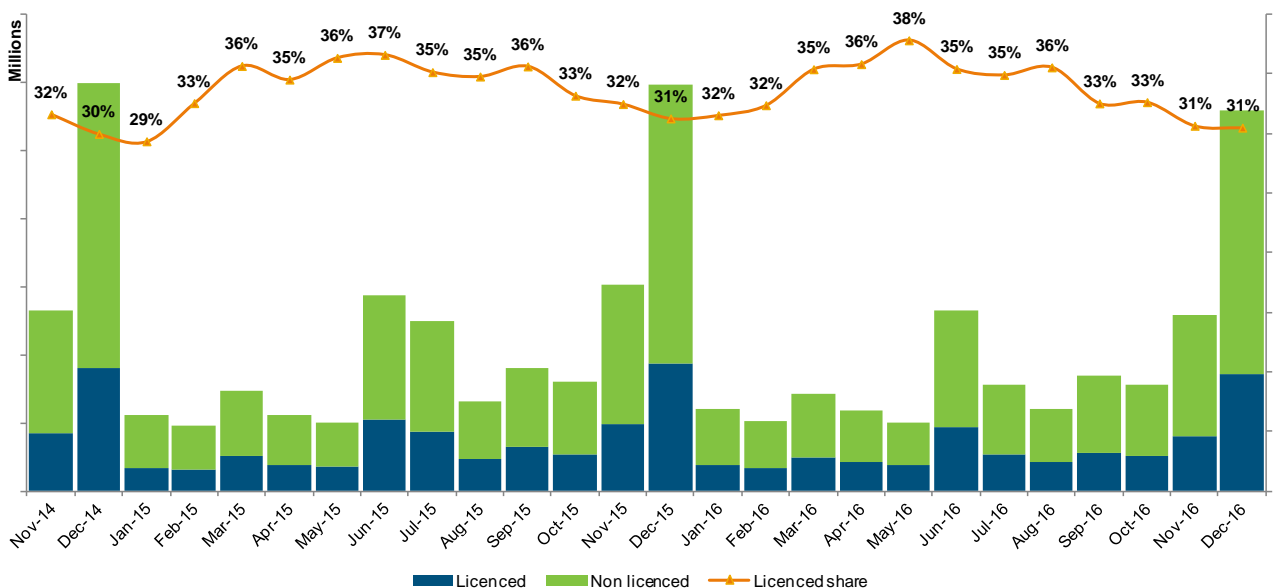
Category Share YTD



Property Ranking

Rank Dec-16	Top 20 Properties	Rank Nov-16	Rank Oct-16	Rank YTD
1	Star Wars	1	1	1
2	Shopkins	4	3	3
3	Nerf	8	9	7
4	City	2	2	2
5	Paw Patrol	5	4	4
6	Friends	3	5	5
7	Barbie	7	10	9
8	Fisher Price	6	6	6
9	Hot Wheels	9	7	10
10	Thomas & Friends	10	8	8
11	Trolls	33	75	52
12	Vtech	16	17	14
13	Pokemon	11	12	16
14	Disney Princess	13	13	11
15	Razor	21	25	21
16	Teenage Mutant Ninja Turtles	19	11	12
17	Duplo	17	19	20
18	Laugh & Learn	14	14	15
19	Furreal	20	20	24
20	Disney Frozen	23	18	13

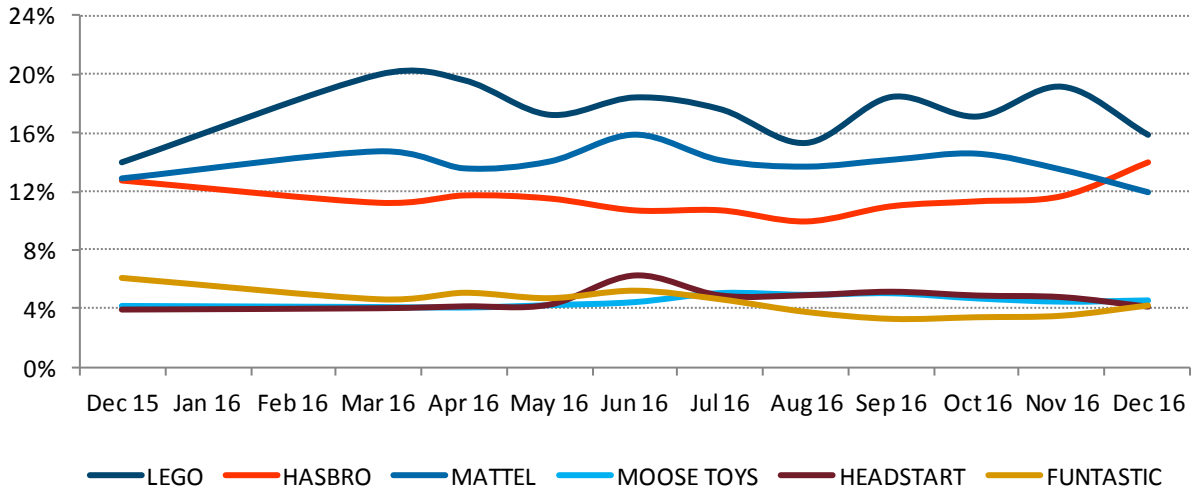
Licensing Trends



Best 3 Properties by Category

Category	Top Properties	Key Manufacturer	Oct-16	
			Value Share	Val % Chg vs. YA
Action Figs & Acc	Star Wars	HASBRO	14.0%	-22.8%
	Teenage Mutant Ninja Turtles	HEADSTART	12.7%	4.0%
	Transformers	HASBRO	10.9%	-1.4%
Arts & Crafts	Crayola	CRAYOLA	17.0%	-20.2%
	Play-Doh	HASBRO	11.2%	49.2%
	Faber Castell	FABER CASTELL	6.5%	-53.7%
Building Sets	City	LEGO	15.4%	-0.1%
	Star Wars	LEGO	13.6%	-9.4%
	Friends	LEGO	12.6%	49.2%
Dolls	Shopkins	MOOSE TOYS	19.4%	29.4%
	Barbie	MATTEL	14.7%	34.9%
	Sylvanian Families	MODERN BRANDS	5.3%	49.8%
Games / Puzzles	Pokemon	CROFTMINSTER	14.9%	168.7%
	Monopoly	HASBRO	8.1%	36.4%
	Pie Face	HASBRO	3.8%	453.1%
Infant/Toddler/Preschool Toys	Fisher Price	MATTEL	10.8%	23.7%
	Thomas & Friends	MATTEL	9.9%	14.3%
	Laugh & Learn	MATTEL	8.3%	44.9%
Outdoor & Sports Toys	Nerf	HASBRO	9.9%	22.5%
	Little Tikes	HEADSTART	4.3%	-6.1%
	Razor	FUNASTIC GRP	4.3%	-39.0%
Plush	Furreal	HASBRO	22.5%	25.4%
	Ty Beanie Babies	BIG BALLOON	15.9%	97.5%
	Pokemon	TOMY	3.3%	1269.2%
Vehicles	Hot Wheels	MATTEL	25.4%	58.4%
	Monster Jam	MATTEL	7.2%	-20.7%
	Tonka	FUNRISE TOYS	5.3%	75.3%
Youth Electronics	Little Live Pets	MOOSE TOYS	34.5%	-29.5%
	Hatchimals	SPIN MASTER	16.7%	NEW
	Zoomer	FUNASTIC GRP	8.3%	-48.7%
All Other Toys	Schleich	MODERN BRANDS	5.4%	-4.7%
	Star Wars	BIG BALLOON	4.0%	914.0%
	Aqua Dragons	MODERN BRANDS	3.6%	-31.1%

Distributor Trends



YTD Rank

Rank	Top 10 Distributors YTD	Val Chg %
1	Lego	-3.6%
2	Mattel	-12.1%
3	Hasbro	-4.2%
4	Headstart	-12.0%
5	Moose Toys	-5.8%
6	Funtastic Grp	-26.8%
7	Hunter Leisure	-19.5%
8	Big Balloon	-31.8%
9	Hunter Products	-17.6%
10	Tomy	8.3%
11	Modern Brands	21.1%
12	Vtech	61.6%
13	Crayola	-9.3%
14	Croftminster	7.7%
15	Kids li Australia	-2.3%
16	Rubies Deerfield	-28.8%
17	Crown & Andrews	39.9%
18	Faber Castell	9.4%
19	Playgro	-6.2%
20	Action Sports	-30.7%

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
Germany
India
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Russia
South Korea
Spain
Sweden
Turkey
United Kingdom
United States

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