



ATA Report

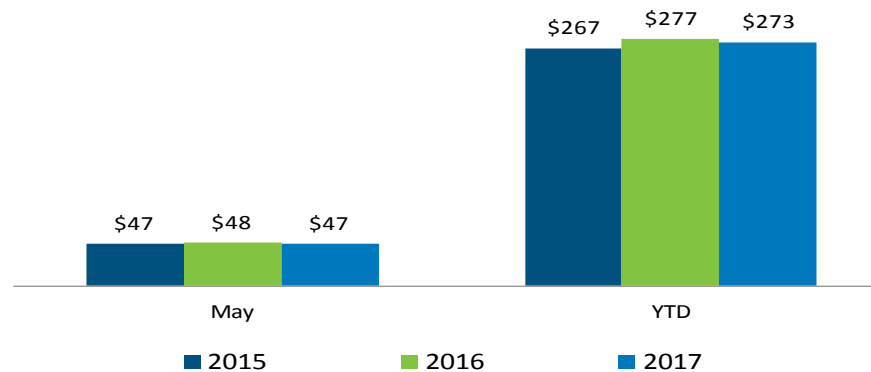
MAY 2017

Australia Toy Association

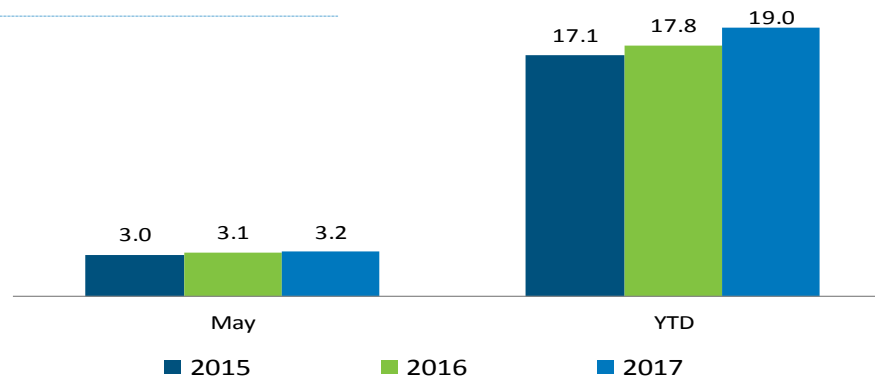
Industry Trends

May sales were very much in line with the ones seen in the last couple of years. However YOY we experienced a decline of -2.6% leaving the YTD May on -1.6% in value

Value (\$m)



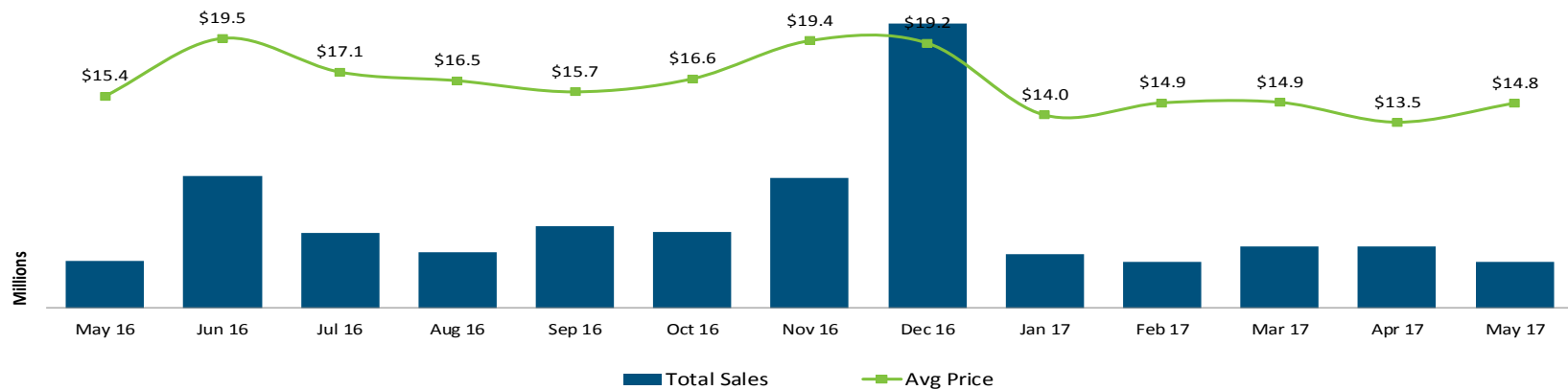
Units (m)



Monthly Trend

May closed with another drop in average price of -3.4% compared to May 2016. YTD avg price percent change is -8.0%

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

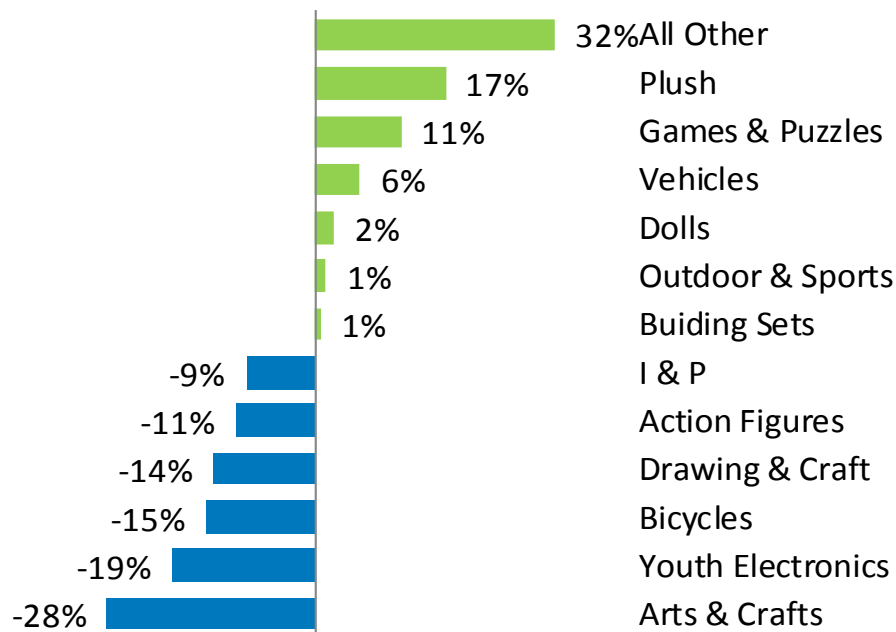


Volume is still growing with YTD performance at +7.2% in the first 5 months of the year

Category Trends

Surprise the performance of Building Sets of +1% (the lowest in years)

Value Change YTD



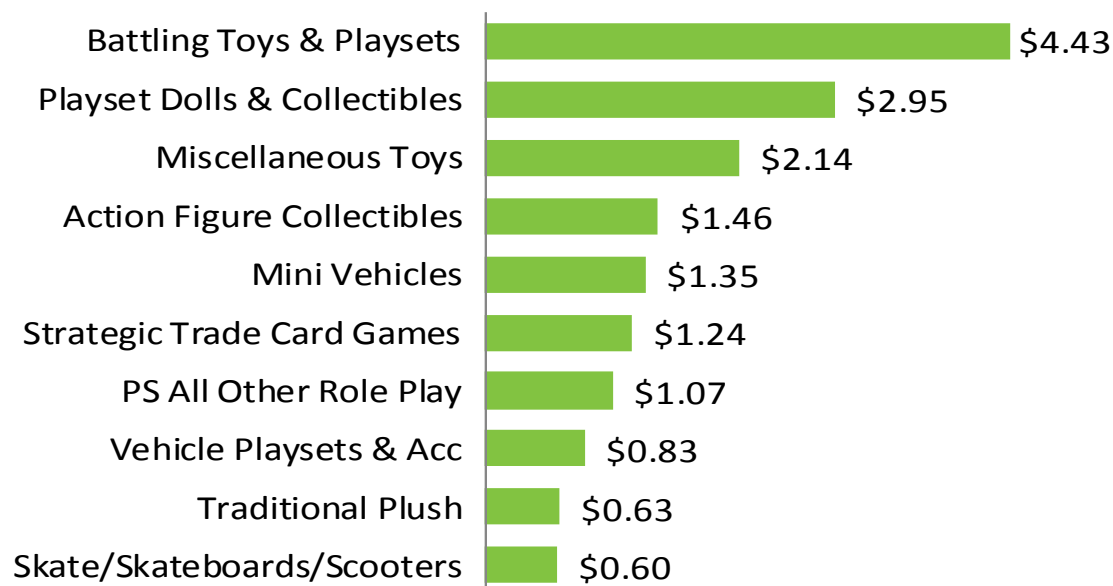
No surprise that the “Fidget mania” has made *All Other Toys* category to be leading the growth with +40% YOY and +32% YTD

Arts & Crafts decline has been affected by poor performances from properties such as Play-Doh, Private Labels, Crayola and Disney Frozen

Subclass Trends

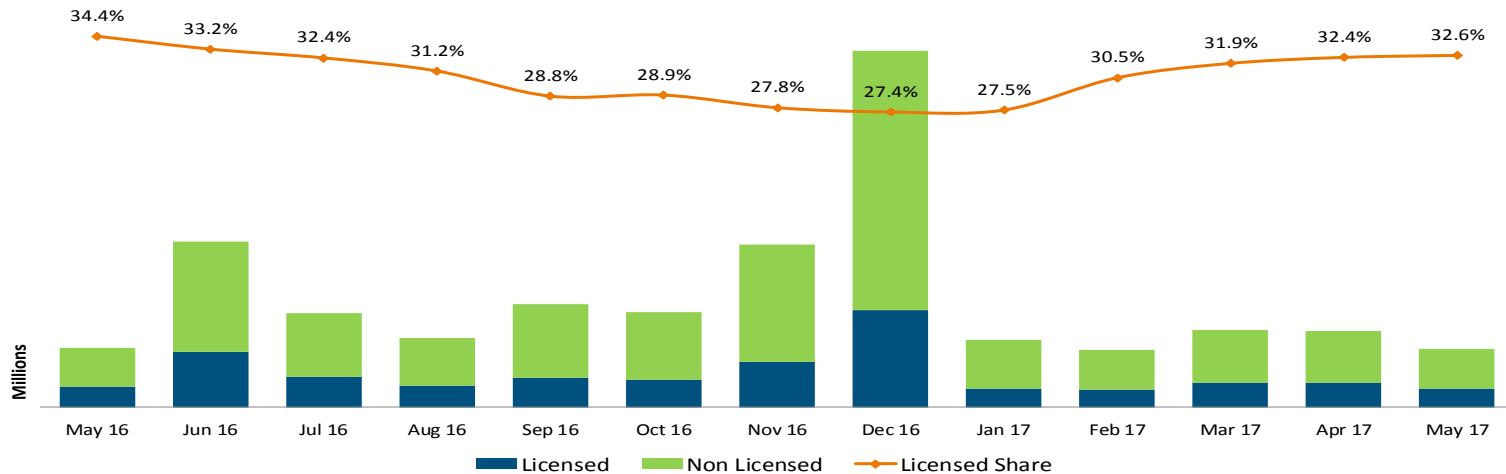
Beyblade 'spinoff' has been phenomenal. More than \$4 millions in sales have contributed to the Battling toys subclass to be at the top after 5 months in 2017

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



Licensing Trends

YOY the licensed toys had a decline of 1.8 points. However, the expectation is for this ratio to change after June with more franchises being launched



Disney Cars, and Transformers started to display an increase in sales during May with the movies coming up but Spiderman and Despicable me are not having a significant turnaround

For more information

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