

OzToys ATA Report

Australia Toys

May 2015 Issue

AUTOMOTIVE

BEAUTY

CONSUMER ELECTRONICS

ENTERTAINMENT

FASHION

FOOD / FOODSERVICE

HOME

LUXURY

MOBILE

OFFICE SUPPLIES

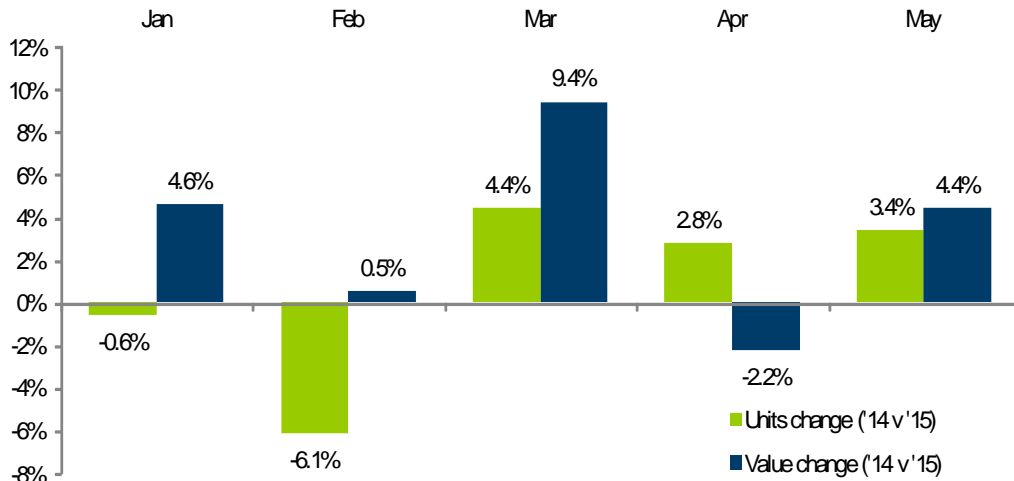
SPORTS AND LEISURE TRENDS

TECHNOLOGY

TOYS

VIDEO GAMES

Industry Trends

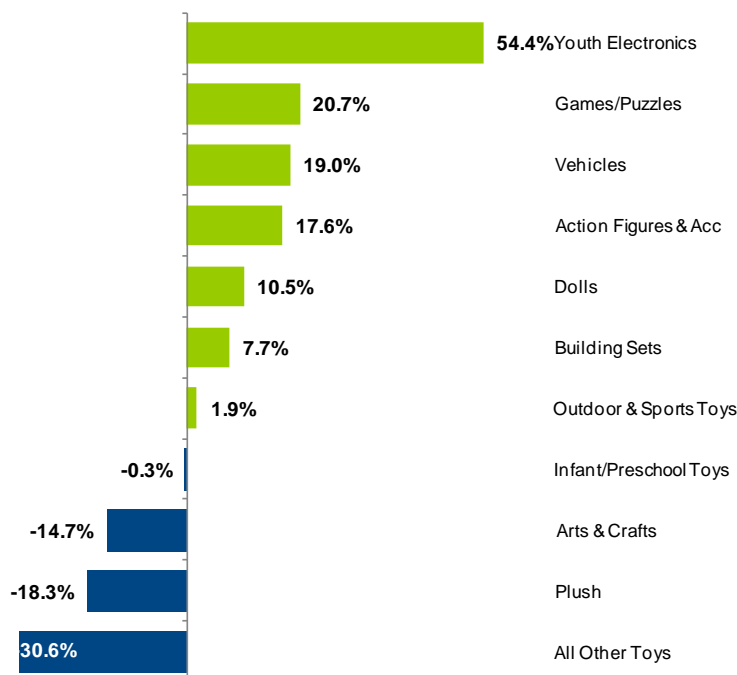


The fifth month of 2015 is over and the Toys industry continues to enjoy healthy growth in value, with units also starting to pick up the pace. Driving this growth in units is the excellent performance of Shopkins alongside the traditional diecast vehicles from Hot Wheels.

Value at the end of May is sitting with a growth of 4.4% compared to May 2014 and 3.4% YTD. Units increased 3.4% versus May 2014 and 0.9% growth YTD.

Category Trends

Value Change YTD



- Youth Electronics continues its phenomenal performance growing YTD at 54.4%, followed by Games and Puzzles with 20.7% partly attributed to *Monopoly* that managed to rank 4 different models in the top 10 category hitlist YTD.
- The Vehicles category has fallen to the 3rd place with 19% growth (2nd place in April). The traditional *Hot Wheels Diecast Vehicles* is the no. 1 model in the hitlist ranking YTD in the category as well as the total Market
- Outdoor & Sports category continues picking up the pace and closed May with a YTD growth of 1.9% (1.5% growth in April). These are excellent results for this category which experienced a decline at the beginning of 2015.

- On the down side, All Other Toys, Plush, Arts & Crafts and I&P are in decline. However from these categories I&P is only a step away from turning negative figures into growth thanks to licenses that are playing a fundamental role in bringing sales up.
- The struggle for the Arts & Crafts category continues after the loom bands effect look now so distant from what they were in 2014, however as predicted the Crafts Kits sub category is driving significant value and with a diverse range of products this category is having an interesting dynamic to keep an eye on.
- Building Sets didn't stop after taking over as the biggest category in the toys industry in April; now this category created a gap reaching 20.2% market share and followed by Outdoor & Sports with 18.9% share.

Property Trends

Two of the most outstanding changes are closely linked to movies being released or about to: on one side Avengers went from 25th rank in March to 8th in April and 6th in May (YTD ranking 19th) and the second one is Despicable Me – Minions climbing from 57th in April to 17th in May. No doubt the Minions movie will help this property to keep on the way up once released in June.

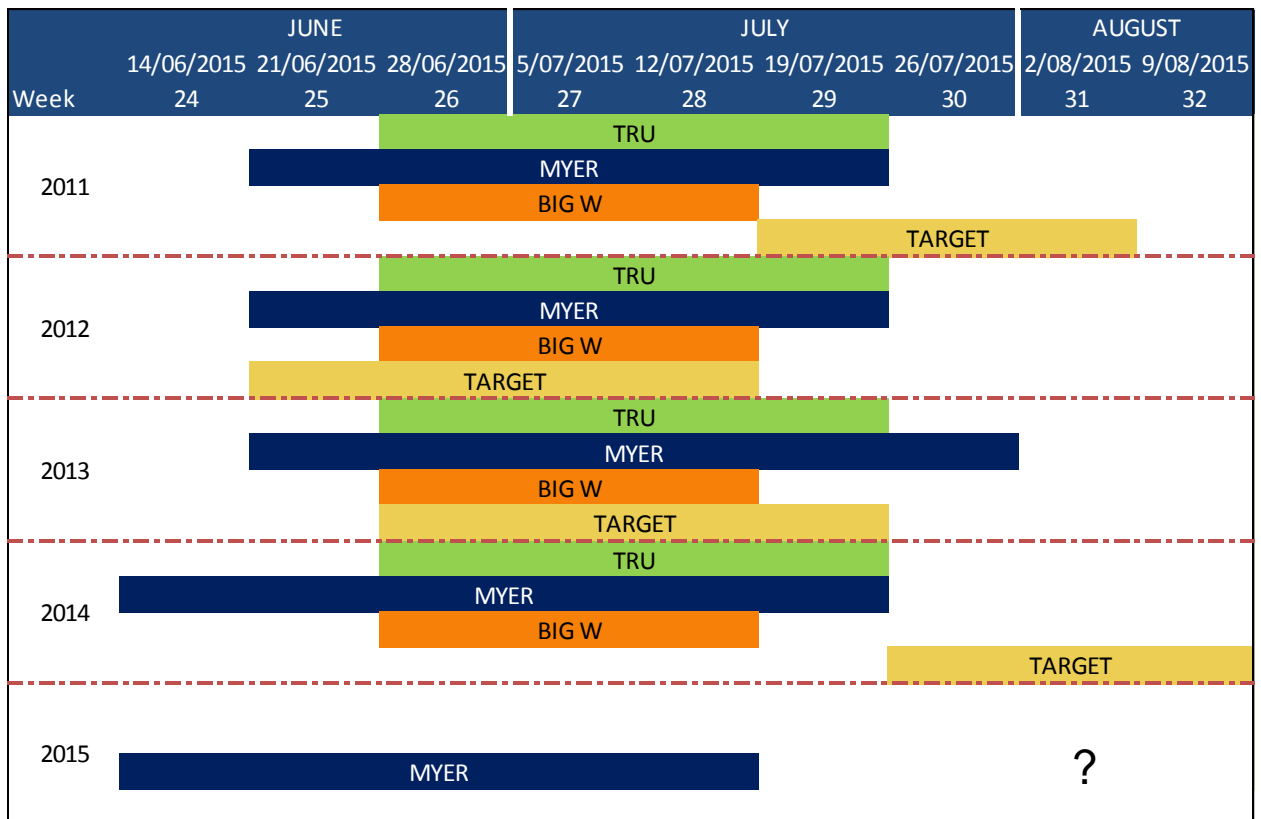
Minecraft and Shopkins in spite of ranking lower in May, are still performing well ranking 7th and 9th in the YTD respectively.



Rank May-15	Top 20 Properties	Rank Apr-15	Rank Mar-15	Rank YTD
1	Fisher Price	1	1	1
2	Star Wars	3	3	3
3	City	2	2	2
4	Thomas & Friends	7	5	5
5	Disney Frozen	5	4	4
6	Avengers	8	25	19
7	Friends	6	7	6
8	Disney Princess	4	6	8
9	Barbie	10	9	11
10	Teenage Mutant Ninja Turtles	16	10	10
11	Peppa Pig	14	12	12
12	Little Tikes	19	15	15
13	Hot Wheels	13	16	14
14	Crayola	22	17	13
15	Shopkins	12	8	9
16	Nerf	20	19	18
17	Despicable Me	57	45	39
18	Minecraft	18	11	7
19	Super Heroes	9	48	32
20	Monster High	15	18	16

Toy Catalogue

Toy Catalogue 2015 is already underway with Myer launching for the period spanning 10th June – 12th July. The graph below shows when the rest of the other Toy Catalogues can be expected, with most other retailers typically starting in the last week of June:



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

Keep up with what's new at The NPD Group.

Subscribe to our newsletter and other communications by visiting npd.com and clicking "Subscribe."