

Apr14: best performing month of the year

CATEGORY	Val chg vs. YA	
Action Figures & Acc	↑	April would have been the most optimistic month we've seen so far, with both units and value tracking double digit growth vs. last year, recovering and exceeding from the decline in Apr-13.
Arts & Crafts	↑	
Building Sets	↑	
Dolls	↑	
Games/Puzzles	↑	
Infant/Preschool Toys	↑	8 out of 11 categories recorded growth this month, top 3 growing categories being Building Sets, Arts & Crafts and Action Figures.
Outdoor & Sports Toys	↓	
Plush	↑	
Vehicles	↓	
Youth Electronics	↑	
All Other Toys	↓	

Top selling top of the month: Lego Movie

We could not stop talking about the *Lego Movie* this year, and yes, top spot in the Australian box office since launch in early April, and top selling toys for the month.

Lego Movie toys has been scanning through stores, not only was it the top dollar adding property, it has debuted at top selling toy of the month, boosting the overall Lego brand to the no.1 spot, climbing past some of the long established brands *Fisher Price*, *Barbie* and *Star Wars*. No doubt, Lego held top distributor ranking and share and continued to climb throughout the year

Craft Kits are on a roll

Stepping into the third year of growth, Craft Kits track another month of success, doubling the sales of what was achieved in the same month last year. YTD it is now the 4th largest minor category within toys (compare to 11th YTD Apr-13)

Behind the push this year includes *Shimmer N Sparkle Cra-Z-Loom* by Headstart, *Glitzi Globes* and *Mini Licious* by Moose and *Minecraft* by Croftminster.