

Toys industry stays positive coming in to Toy Catalogue period

After an exciting month of April with double digit increase, May growth has slowed down nevertheless is in good shape, 5 out of 11 categories tracked positive growth in May. This year, higher average price remains the key driver to toys value growth; units is flat YTD compare to last year while value climbed single digit.

Action heroes losing over Lego



Movies still drive toys sales, though this year the focus has shifted slightly away from our action heroes.

Lego Movie which went on screen in March this year has achieved a remarkable result from the box office, video games as well as toys sales. Our heroes who had a recent movie release or soon to be released, have all been hurt with toys sales, in particularly Spiderman and Transformers.

The Amazing Spiderman 1 movie was released in Jul 2012, toys sales were strong along with the Toy Catalogue sales; the 2nd movie was released in Apr 2014, while this is not directly comparable, we haven't been able to spotted any spike in sales.

As for Transformers, the 4th movie is soon to be relased in June, same month of release as the 3rd movie 3 years ago. Currently looking at the pre-movie toys sales, they are weaker than that of 2011. Can the story be twisted as we move into Toy Catalogue sales?

For more information about the Australia Toy Insight report, please contact Gimantha Jayasinghe at Gimantha.Jayasinghe@npd.com

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