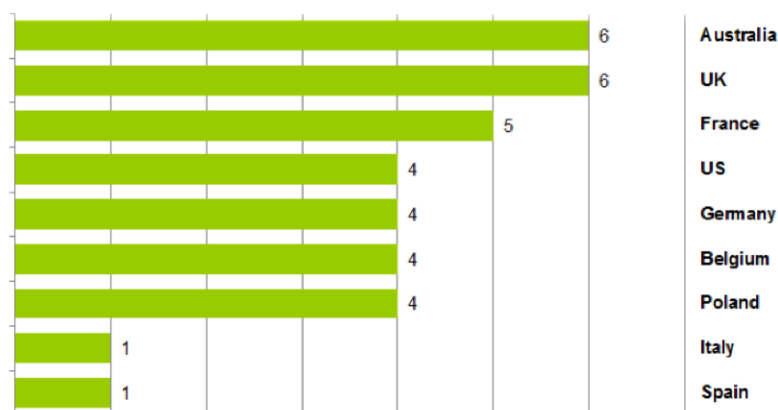


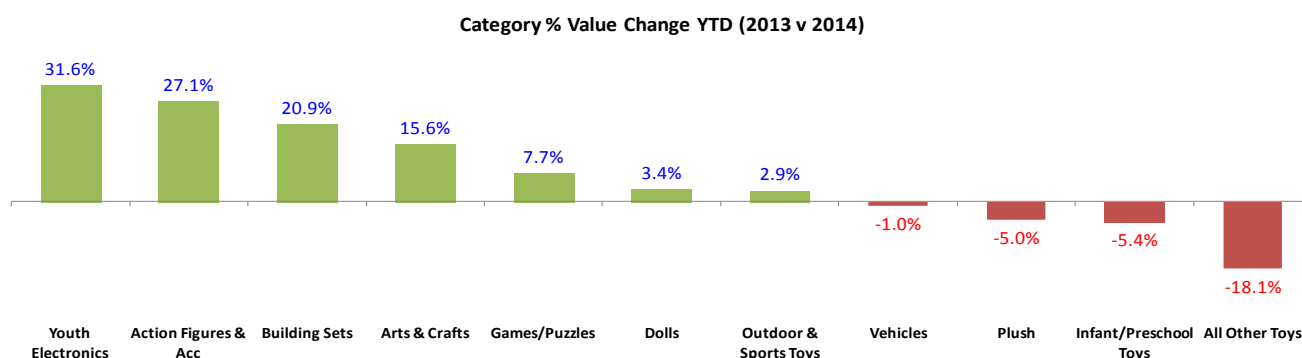
## The end of October, with a healthy growth, marked the beginning of the festivity season in Australia.

The Toy Market grew in October 4.1% when compared to the same month in 2013. On a YTD basis the market has grown 5.4%. The industry started the year with modest figures that began to consolidate with the Toy Catalogue. Today after the tenth month, the market looks dynamic, healthy and with a great opportunity to close 2014 stronger than it already is today.



The strength of the Australian market can be appreciated when compared to other economies from the Euro zone or the American market. With a snapshot like this, the outlook for the end of the year sale is very positive.

In terms of Category growth, the good news is coming from the Dolls category, turning a decline during the first months of the year into a 3.4% growth at the end of October. This turnaround has a name: *Disney Frozen*, property that is smashing the charts and rapidly climbing up the ladder as one of the best performing properties this year. The second highlight of the month is for Youth Electronics, category that leads the growth YTD with new trendy robotic toys as well as interactive concepts that is having a great acceptance in the Australian market.



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With October being the month of witches, heroes, villains, spooky zombies or underworld characters, is not a surprise that Rubies Deerfield ranked 10<sup>th</sup> with their great variety of dress-ups and costumes that are enjoyed by children of all ages. However the company's results are not driven just by Halloween; their performance throughout the year has been quite consistent.

## Watch for another Disney winner

Big Hero 6 has raised a lot of expectation. The movie will be arguably a phenomenon like Disney Frozen, however early reviews suggest it will be a winner. The question is if the Toy Market will peg its success in categories like Action Figures, Plush or even Dolls. While the movie is a blockbuster, in the toys industry items related to this property are already hitting the shelves



For more information about the Australia Toy Insight report, please contact Miguel Velasquez at [miguel.velasquez@npd.com](mailto:miguel.velasquez@npd.com)

### About The NPD Group, Inc.

The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Sectors covered include automotive, beauty, consumer electronics, entertainment, fashion, food/foodservice, home, luxury, mobile, office supplies, sports, technology, toys, and video games. For more information, visit <http://www.npd.com/>



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