



# ATA Report

July 2016

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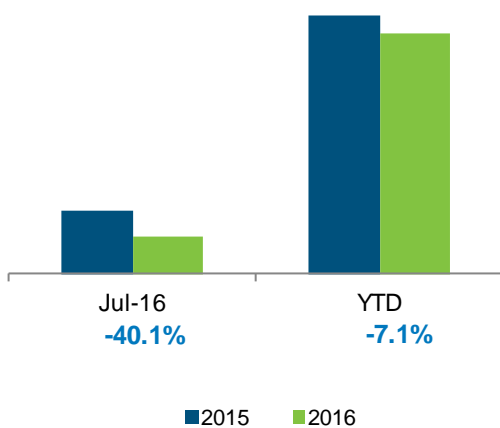


# Industry Trends

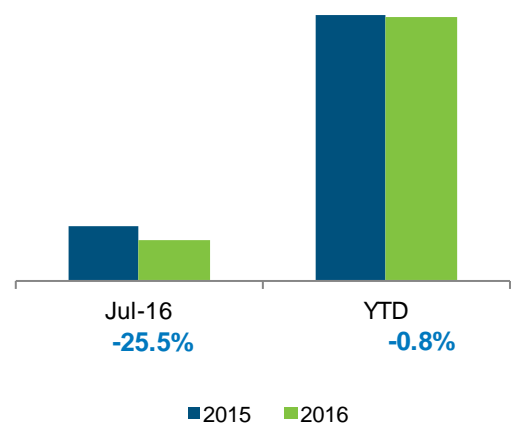
With the first atypical toy catalogue where not all the retailers had the toy sale, the market experienced a significant decline showing a YTD performance to -0.8% in units and -7.1% in value.

The question to answer in the following months would be if the mid year toy sale actually brings sales up or brings sales forward. The results at the end of 2017 would answer that question.

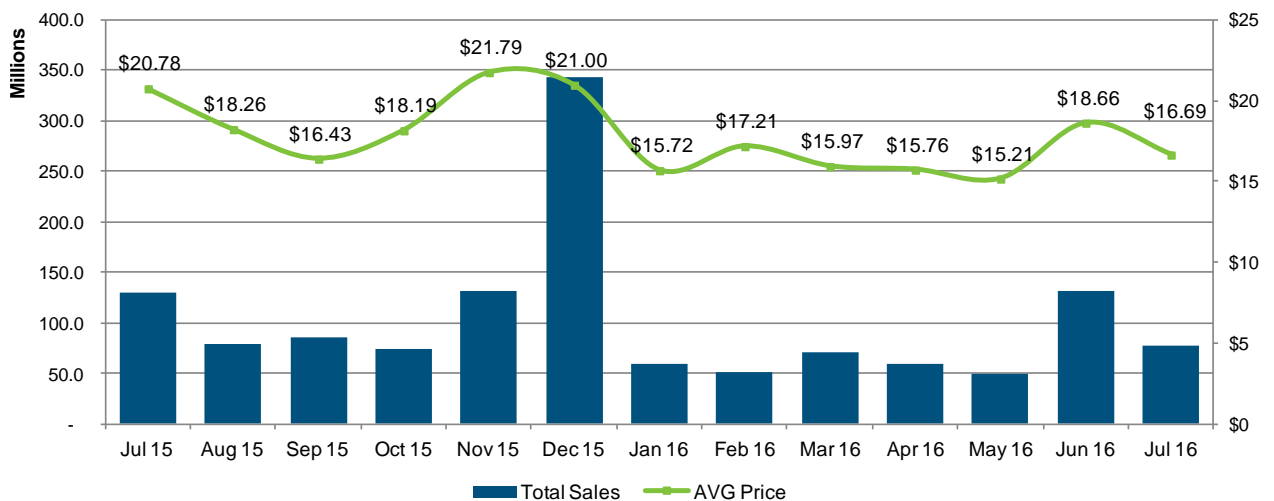
## Value (\$m)



## Units (m)

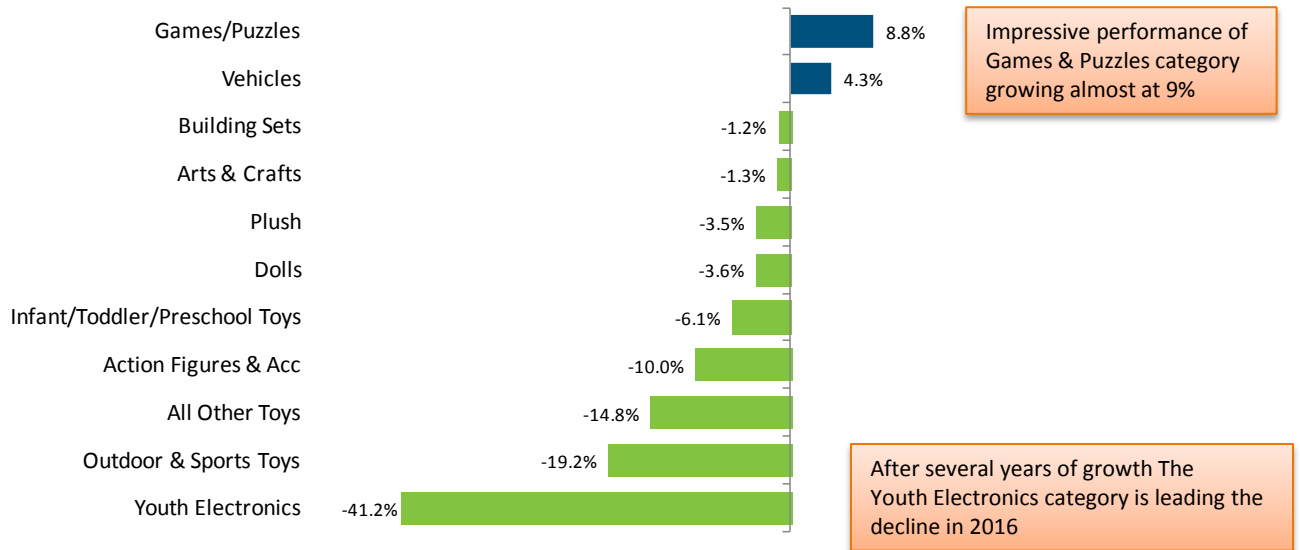


## Monthly sales (\$m) and Average Price

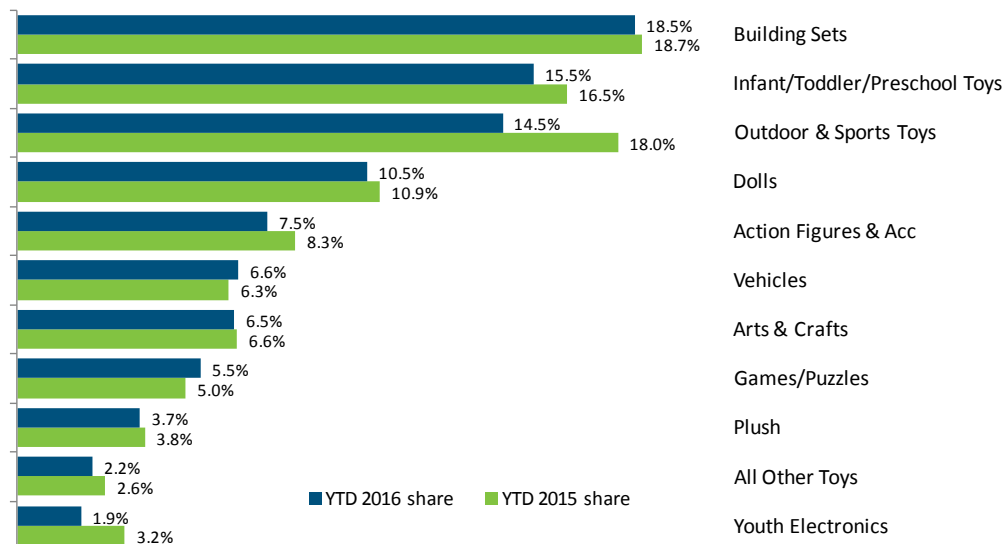


# Category Trends

## Value Change YTD

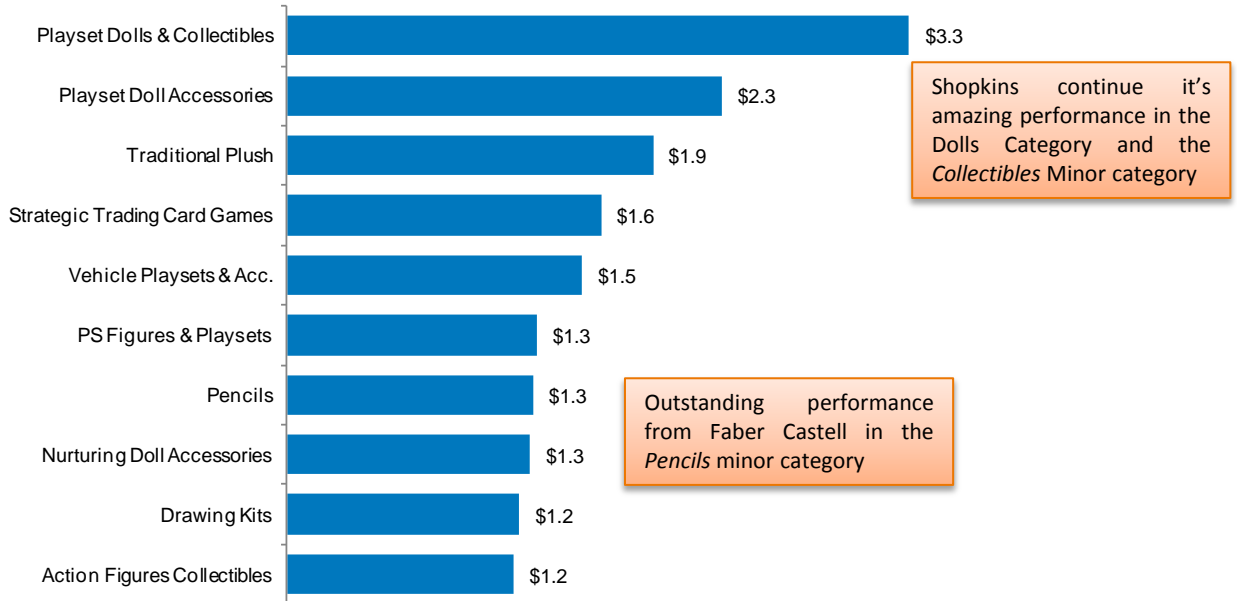


## Category Share YTD

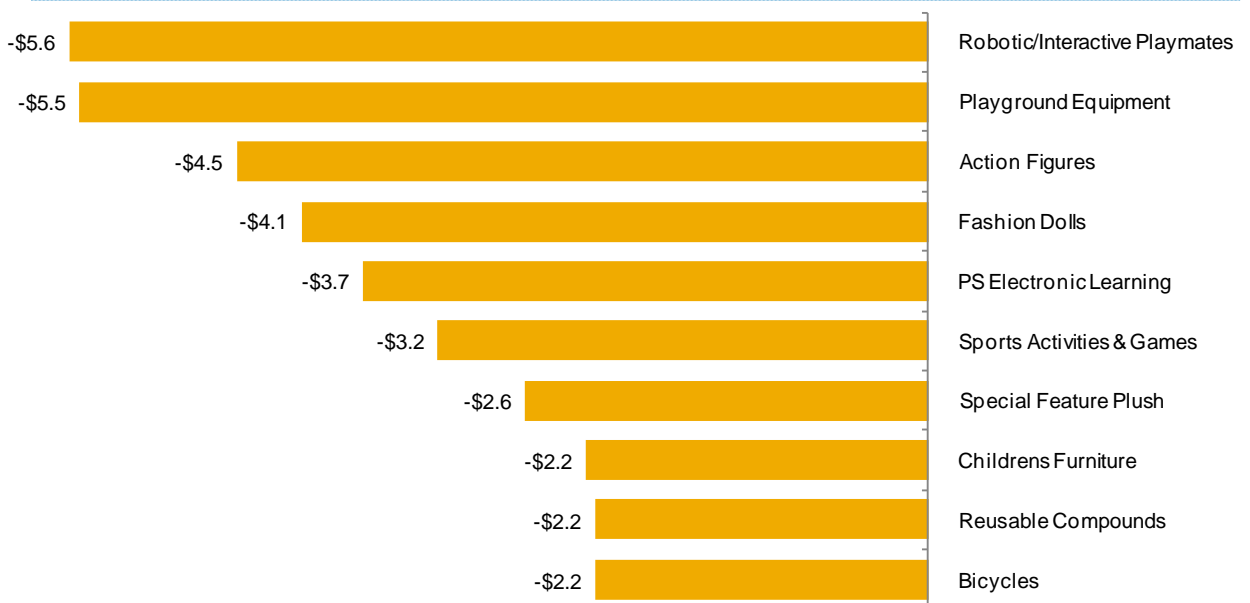


# Minor Categories

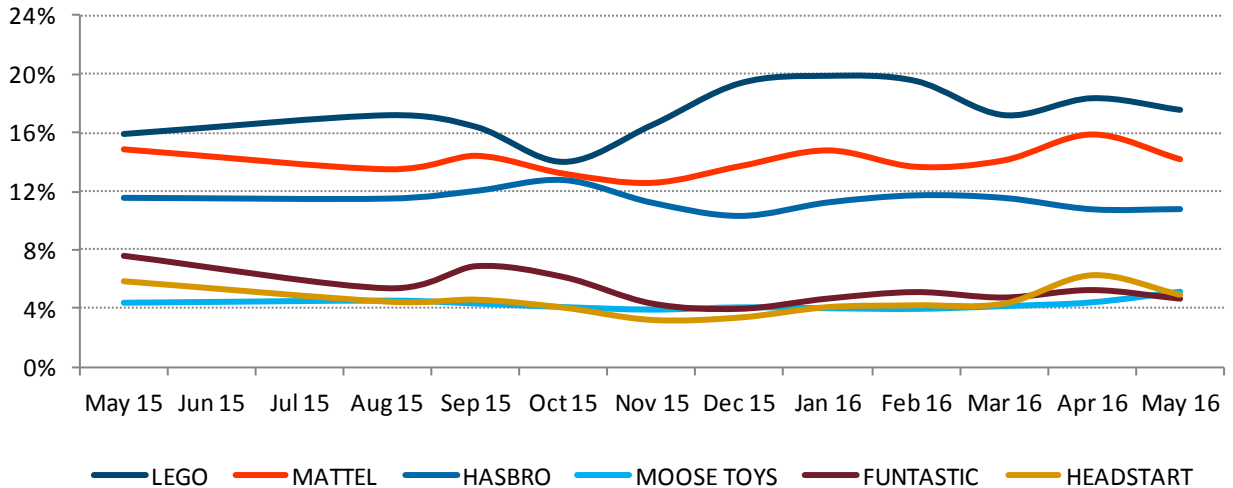
## Fastest 10 Growing Minor-Categories by value-added YTD (\$m)



## Fastest 10 Declining Minor-Categories by value-lost YTD (\$m)

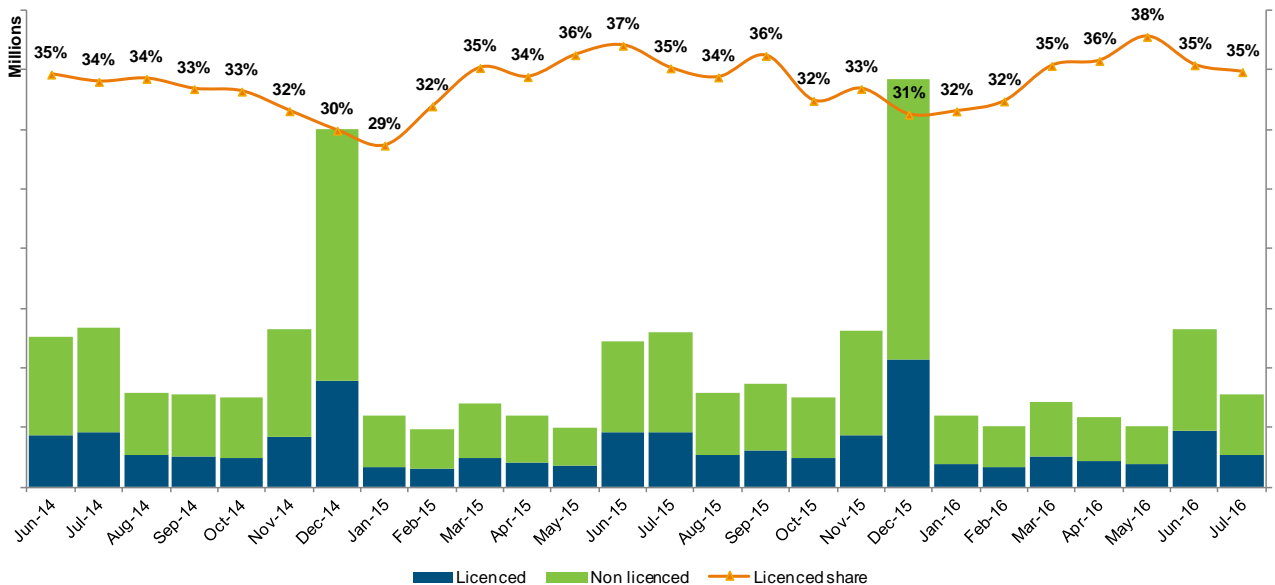


## Top 6 Distributors/Manufacturers Performance During last 12 Months



From the top 10 distributors only Hasbro and Modern Brands thanks to the fantastic performance of Sylvanian Families are growing when compared to 2015.

## Licensed Market Share Last 2 Years



# 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

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