



ATA Report

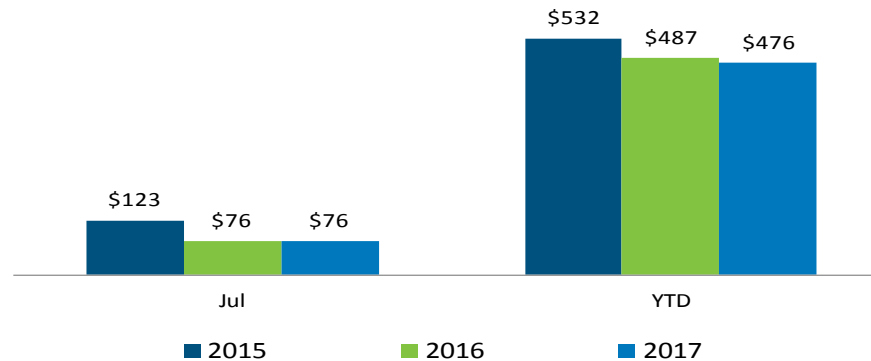
JULY 2017

Australia Toy Association

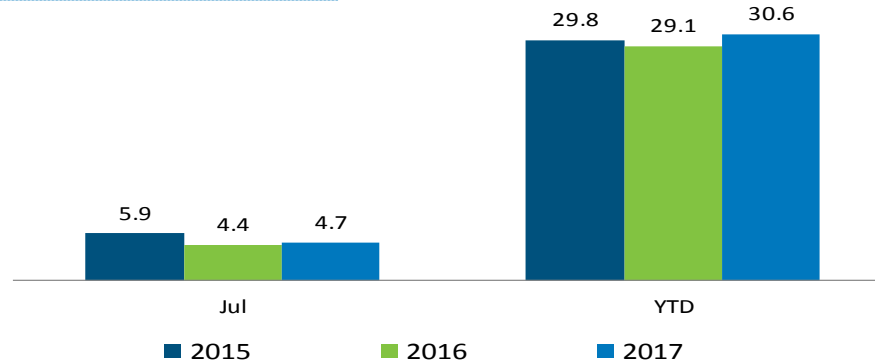
Industry Trends

After the toy catalogue in June/July the industry is declining 2.3% in value although its growing in units by 5%

Value (\$m)



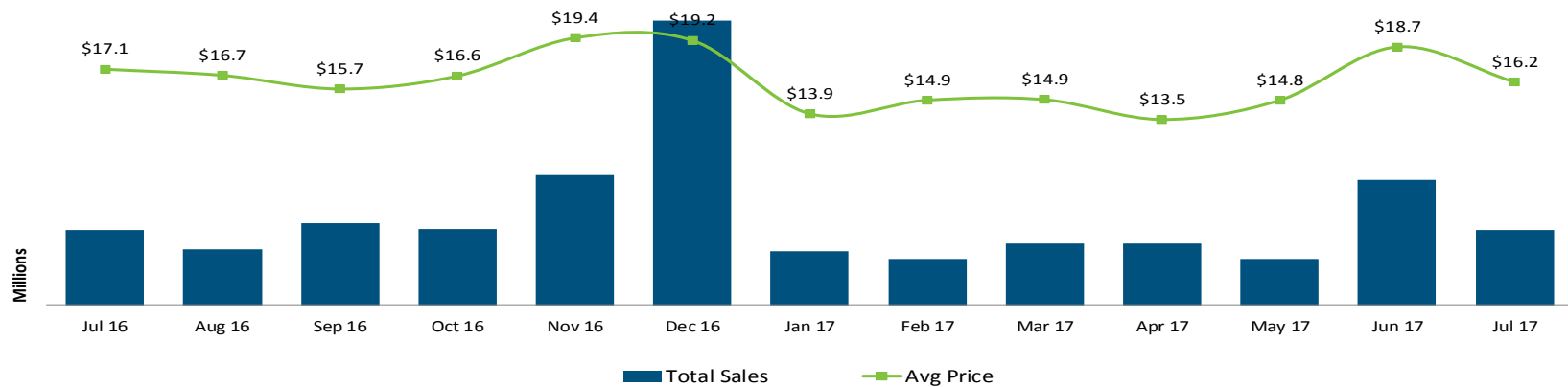
Units (m)



Monthly Trend

Average price is one of the value decline drivers with almost a dollar lower than last year. This is one of the effects from the Collectibles the market is experiencing

Monthly Value (\$m) and Average Price (\$)

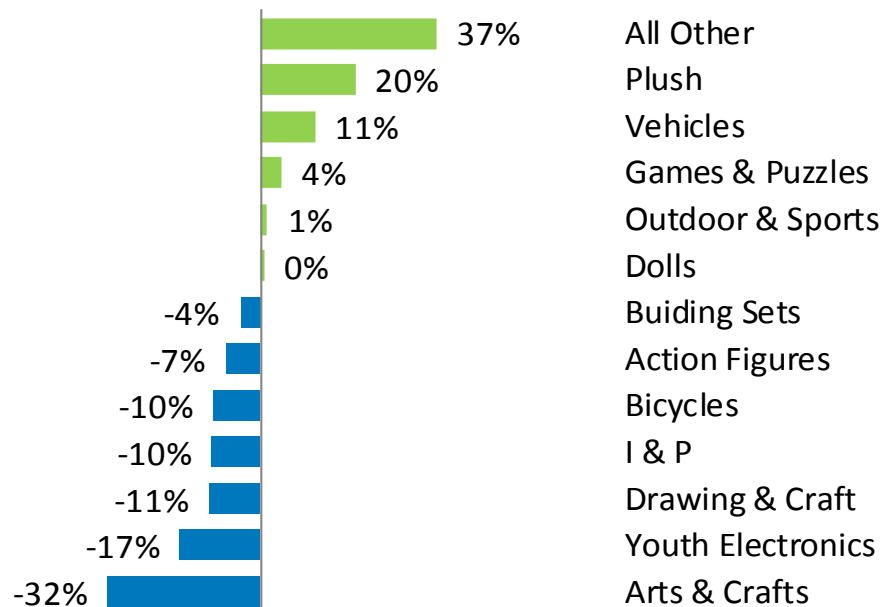


The toy catalogue peak average price in 2016 was \$24.69 whereas this year average price was \$21.53. This clearly shows that even this period has been affected by lower price tags across the industry

Category Trends

The effect of the properties such as Ooshies or the Fidgets, has made the All Other Toys to be at the front of fastest growing category

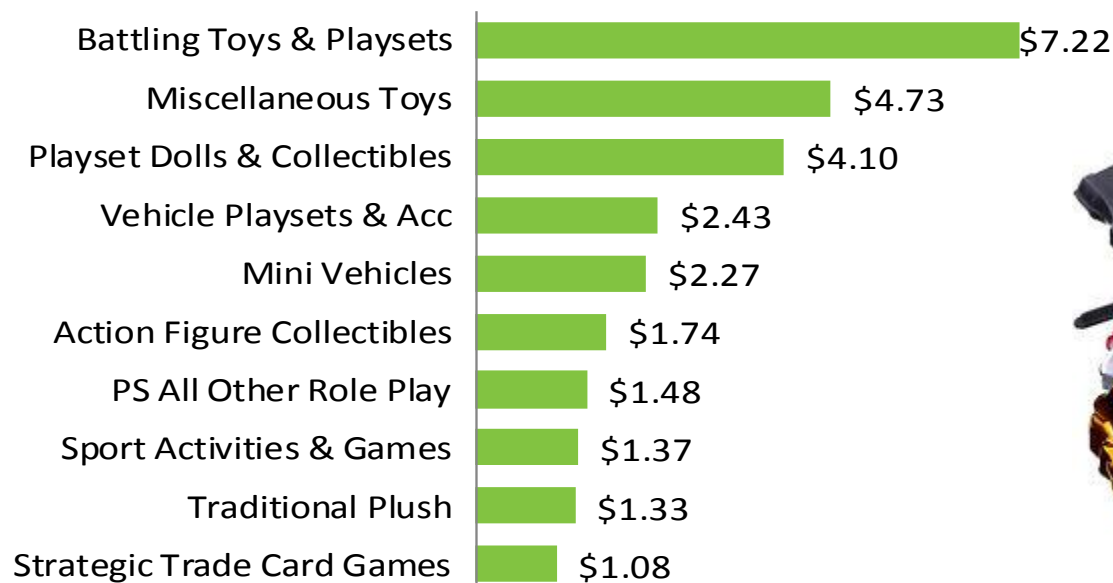
Value Change YTD



Subclass Trends

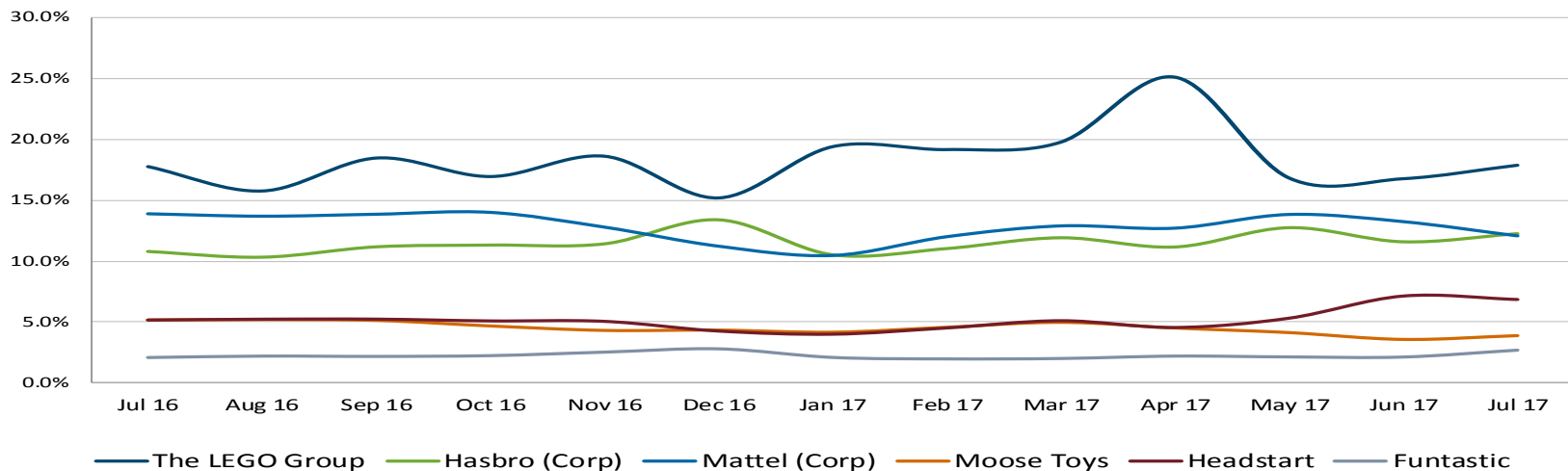
Beyblade 'spinoff' has been phenomenal. More than \$7 millions in sales have contributed to the Battling toys subclass to be at the first 2 quarters of 2017

Fastest 10 Growing Subclass by Value-added YTD (\$MM)



Corporate Manufacturers Trends

In the battle for the second biggest distributor, Hasbro has managed to be on top of Mattel for the last weeks. The best is yet to come on this rivalry with several movies in the second semester that will drive sales across each company



Headstart continues on the 4th position in the distributors rank thanks to the distribution of Jakks Pacific and MGA Entertainment ranges that booted their sales significantly

For more information

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