



# ATA Report

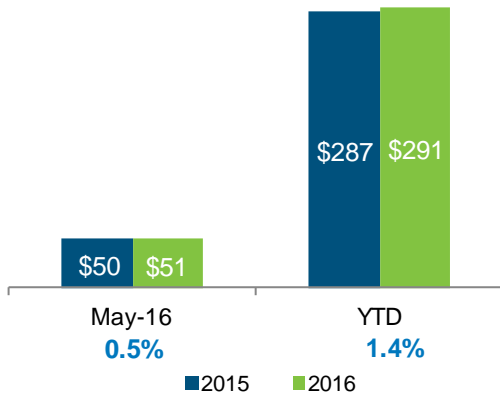
May 2016

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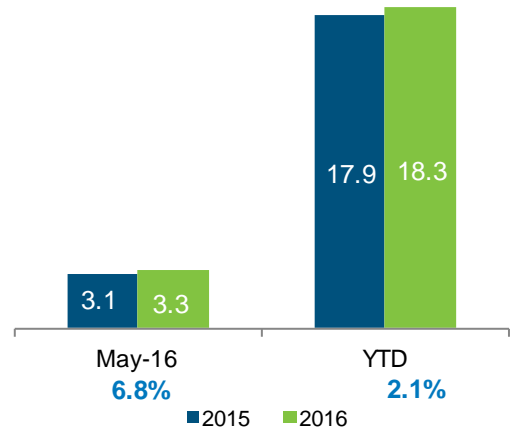


# Industry Trends

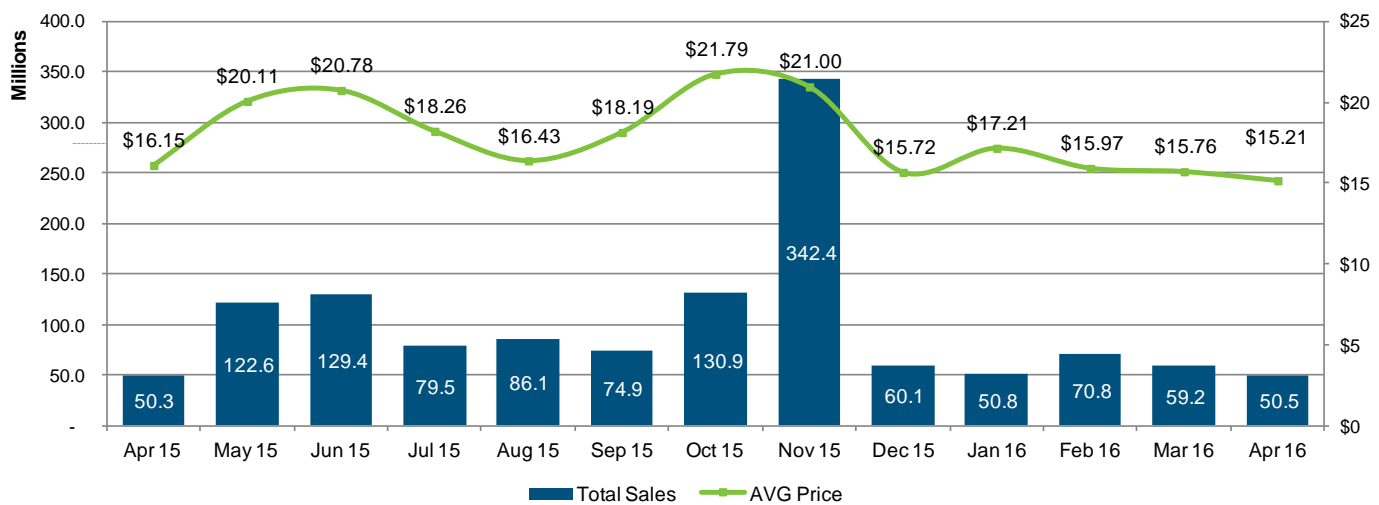
## Value (\$m)



## Units (m)

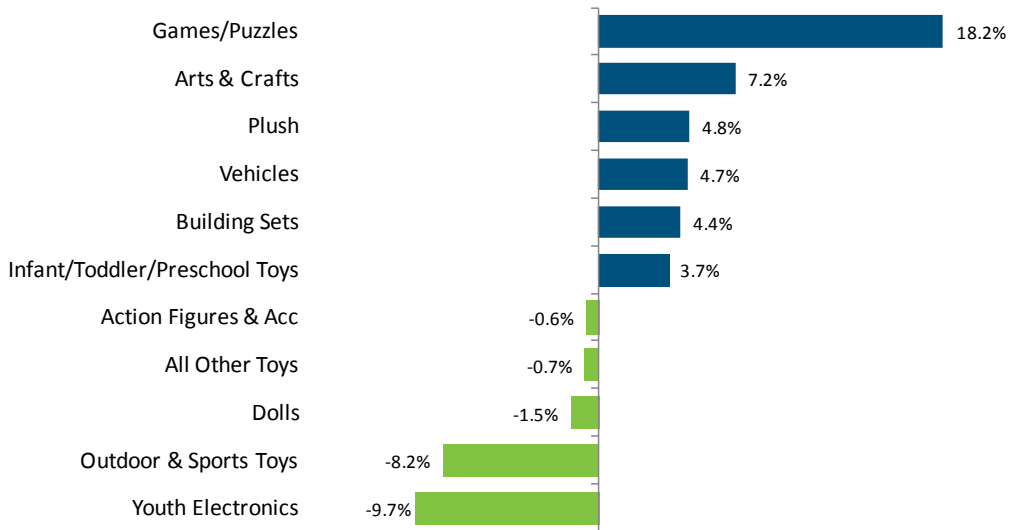


## Monthly Value (\$m) and Average Price

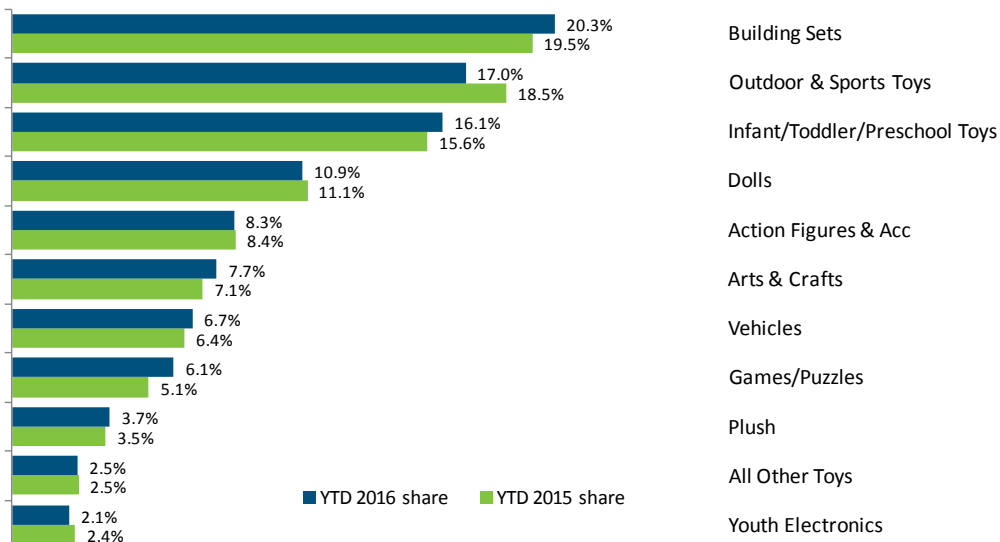


# Category Trends

## Value Change YTD

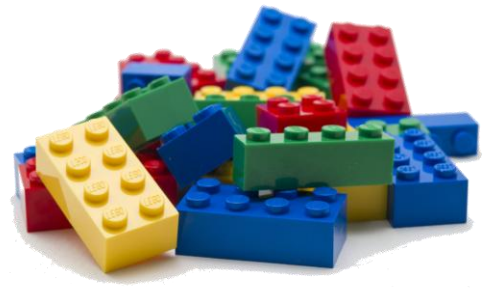
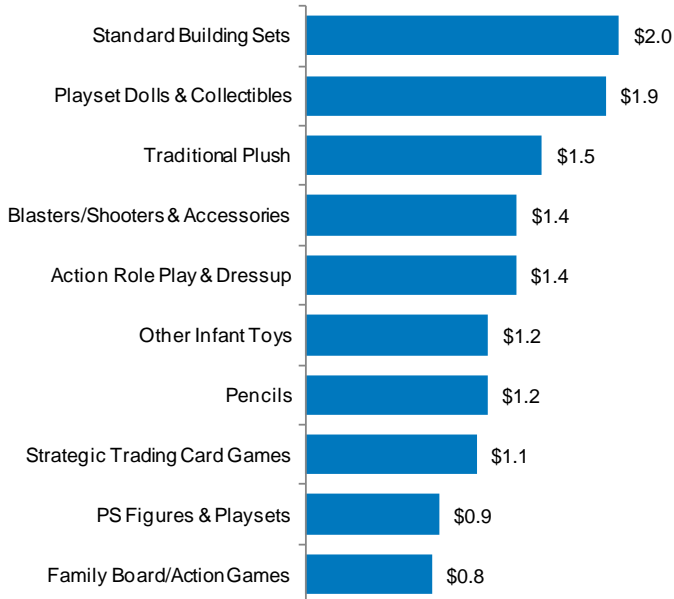


## Category Share YTD

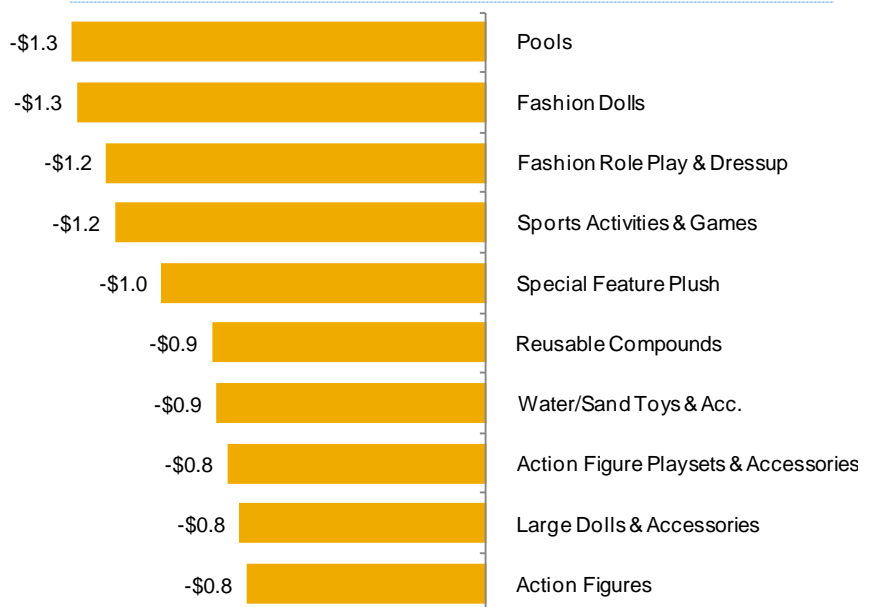


# Minor Categories

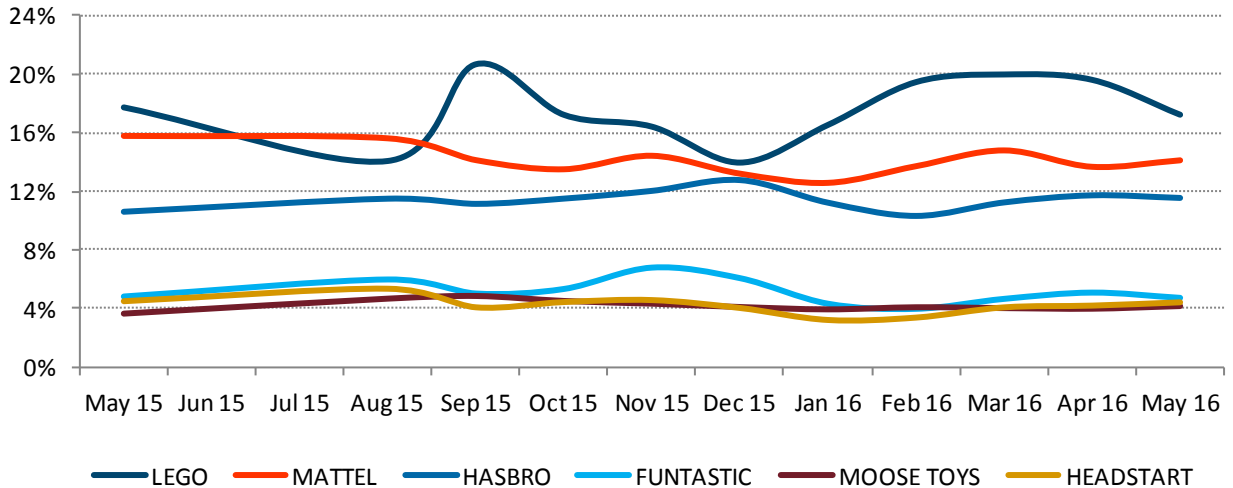
## Fastest 10 Growing Minor-Categories by Value-added YTD (\$m)



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



# Distributor Trends



## YTD Rank

Rank	Top 10 Distributors YTD	Val Chg %
1	Lego	5.1%
2	Mattel	-6.9%
3	Hasbro	16.7%
4	Funtastic Grp	2.9%
5	Moose Toys	-4.4%
6	Headstart	-10.5%
7	Hunter Leisure	4.2%
8	Big Balloon	-20.1%
9	Hunter Products	-29.0%
10	Tomy	36.1%



## May Rank

Rank	Top 10 Distributors	Val Chg %
1	Lego	-2.3%
2	Mattel	-10.4%
3	Hasbro	9.4%
4	Funtastic Grp	-1.4%
5	Headstart	-1.7%
6	Moose Toys	14.7%
7	Hunter Leisure	-1.9%
8	Big Balloon	-32.6%
9	Tomy	46.4%
10	Modern Brands	38.9%

Rank	Next 10 Distributors	Val Chg %
11	Croftminster	27.9%
12	Kids li Australia	16.0%
13	Crayola	0.2%
14	Hunter Products	-29.3%
15	Vtech	88.9%
16	Just Play Hk	2898.3%
17	Faber Castell	45.8%
18	Crown & Andrews	59.4%
19	Playgro	-0.5%
20	Rubies Deerfield	-51.1%

# 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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