



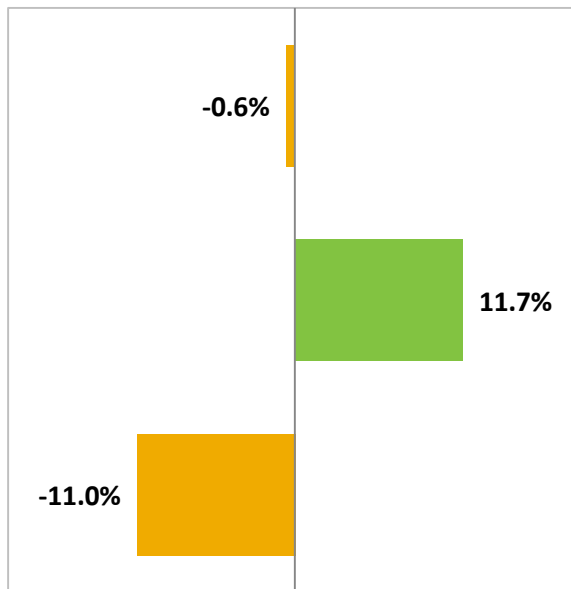
ATA Report

August 2017

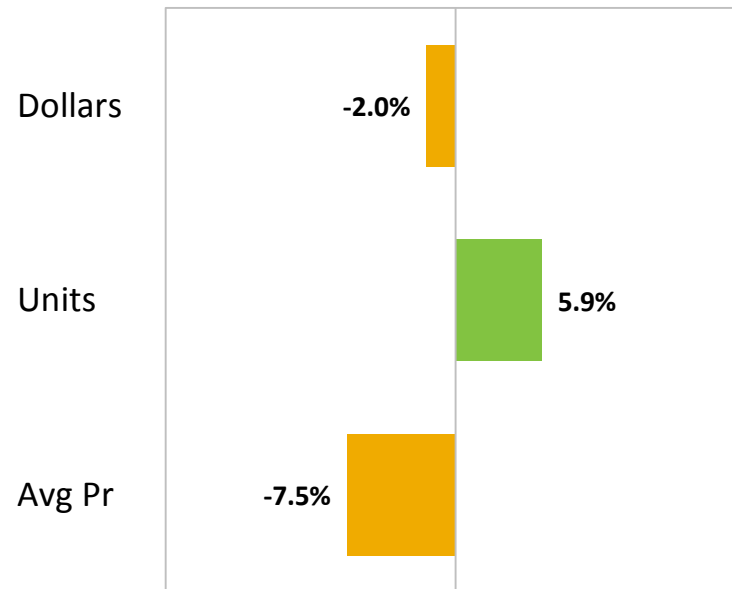
Australia Toy Association

Industry Trends

The decline in August was of **-0.6%** and bring the overall performance in 2017 to **-2.0%**. Units however is growing YTD at **+5.9%** compared to 2016. Collectibles continue being the major market trend pushing prices down



August % Change YOY

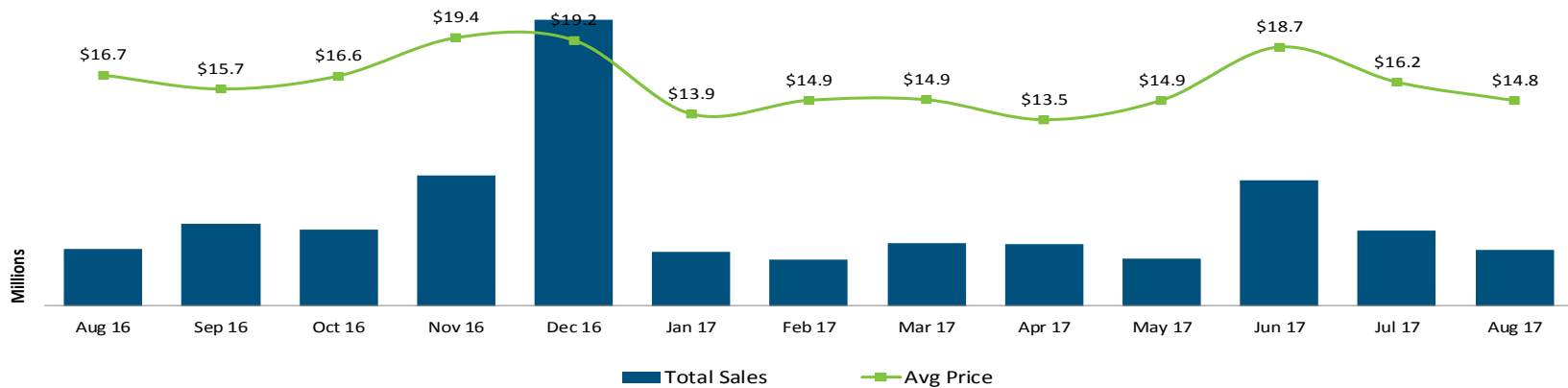


YTD % Change YOY

Monthly Trend

The 'Collectibles' trend although is performing mainly in the Dolls segment, other categories are also seeing an increase in lower price points: \$0-\$10

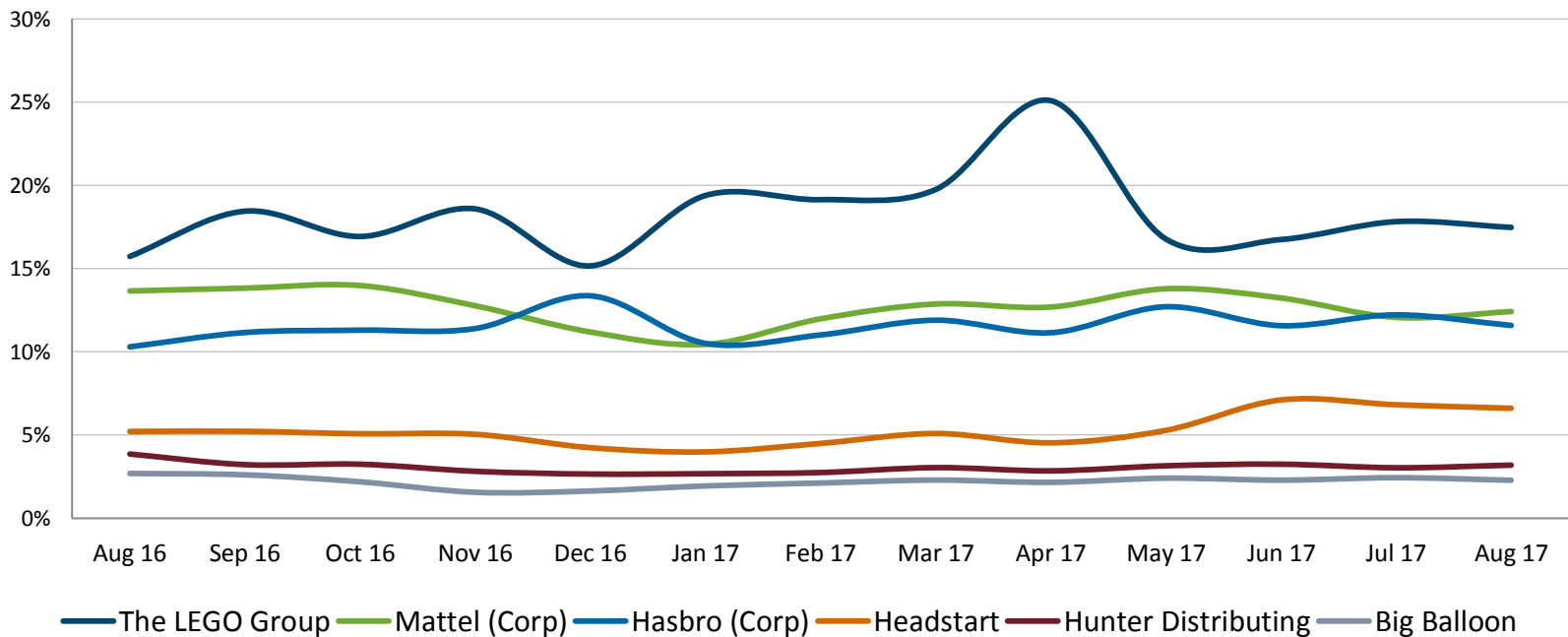
Monthly Value (\$m) and Average Price (\$)



During August the Avg Price declined -11%. YTD up to August the decline is -7.5%.

Corporate Manufacturers Trends

While Headstart continues consolidating the 4th position, Funtastic slips in the ranks and Hunter and Big Balloon climb up positions in the ladder

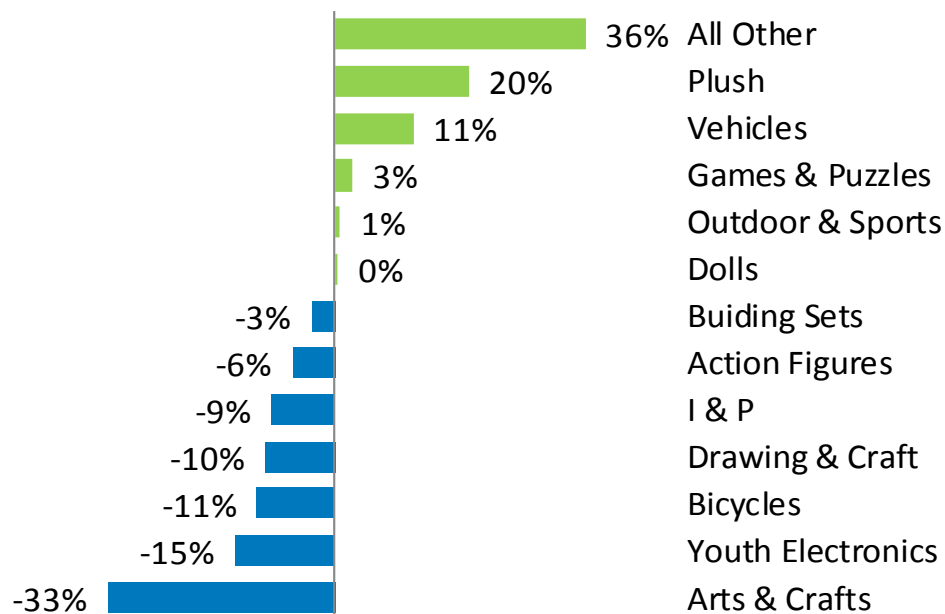


Top Distributors rank by Market Share

Category Trends

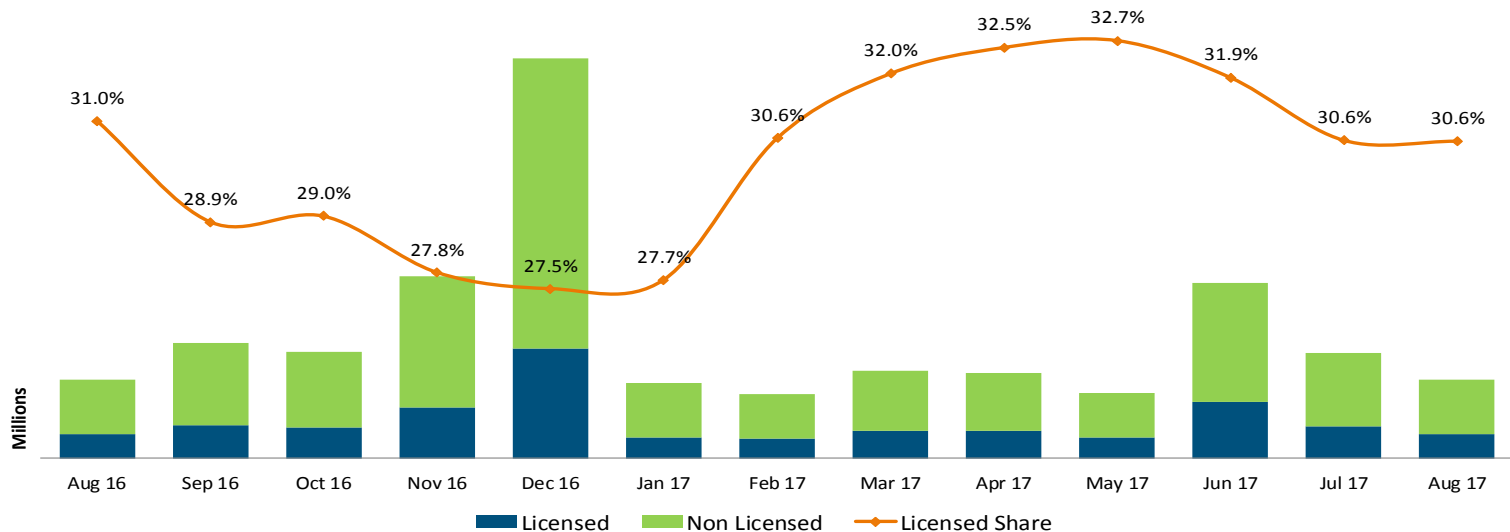
Hatchimals and Ty continue driving the excellent moment that Plush is living. Pokemon is the biggest value driver in Games and Puzzles

Value Change YTD



Licensing Trends

The licensing area hasn't been driving as much growth in 2017. The expectation however in the last quarter is to change with movies that will boost up sales significantly such as Thor, Justice League and Star Wars Ep VIII



Building Sets and Action Figures are expected to turn the decline seen so far into growth as we get closer to the Christmas period

For more information

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