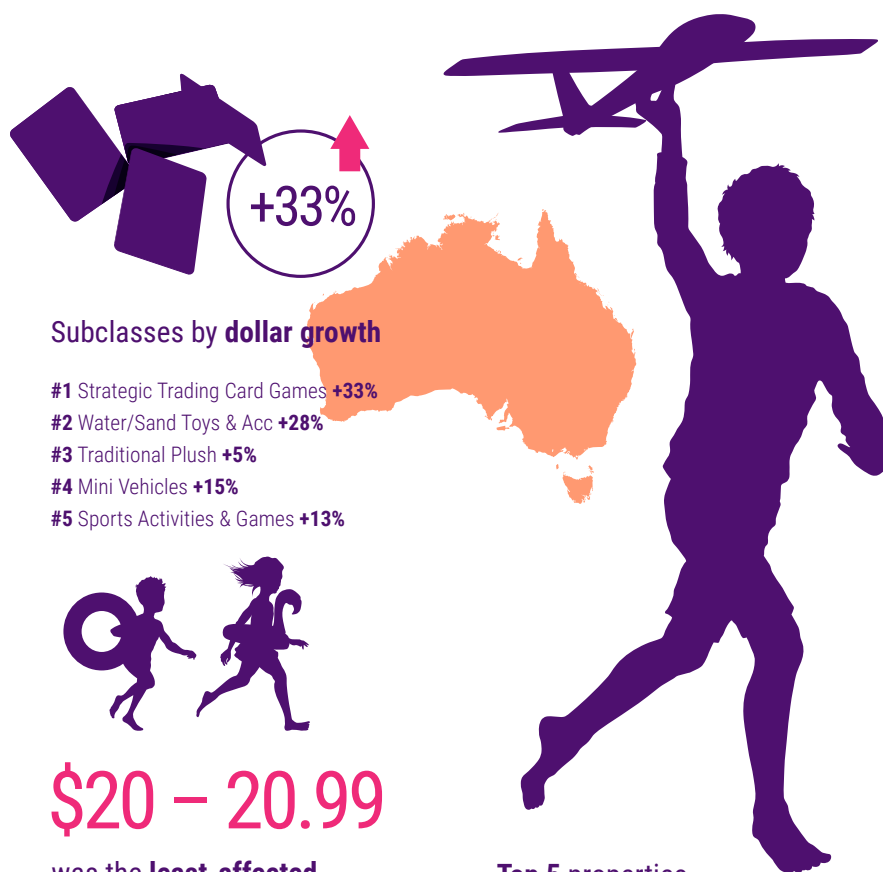


Australia Toys: The State of Play

In the first four month of 2023, Australia's total toy market declined 8% in dollar sales and 3% in unit sales due to tough economic conditions. There were some bright spots, though. **Here's a quick look:**



\$20 – 20.99

was the **least-affected price segment** during this economically challenging time

\$20 to 29.99 was the **only price point to remain flat** in unit sales compared to the same period last year, claiming **12% unit share of total toys**

Top 5 properties by dollar sales

- #1 Pokémon
- #2 Hot Wheels
- #3 Barbie
- #4 Star Wars
- #5 Marvel Universe

2 of the top 5 in dollars, Star Wars and Marvel Universe, were related to movies

12%

Collectibles led the total toy industry in the year-to-date April 2023 period

Collectibles accounted for 12% of total toys, which grew 2 share points

Collectibles grew +6% in value



Top 3 new properties by value

- #1 NASCAR
- #2 Mini Chef
- #3 Bum Bumz



As the **Australian toys industry** moves through the stages of business recovery, we're here to provide reliable updates and offer deep data, industry expertise, and analytics for your long-term strategy.

Source: Circana, Retail Tracking Service, Australia, YTD April 2023 vs. YTD April 2022

Questions? Email jim.thach@circana.com or amelia.eng@circana.com.