



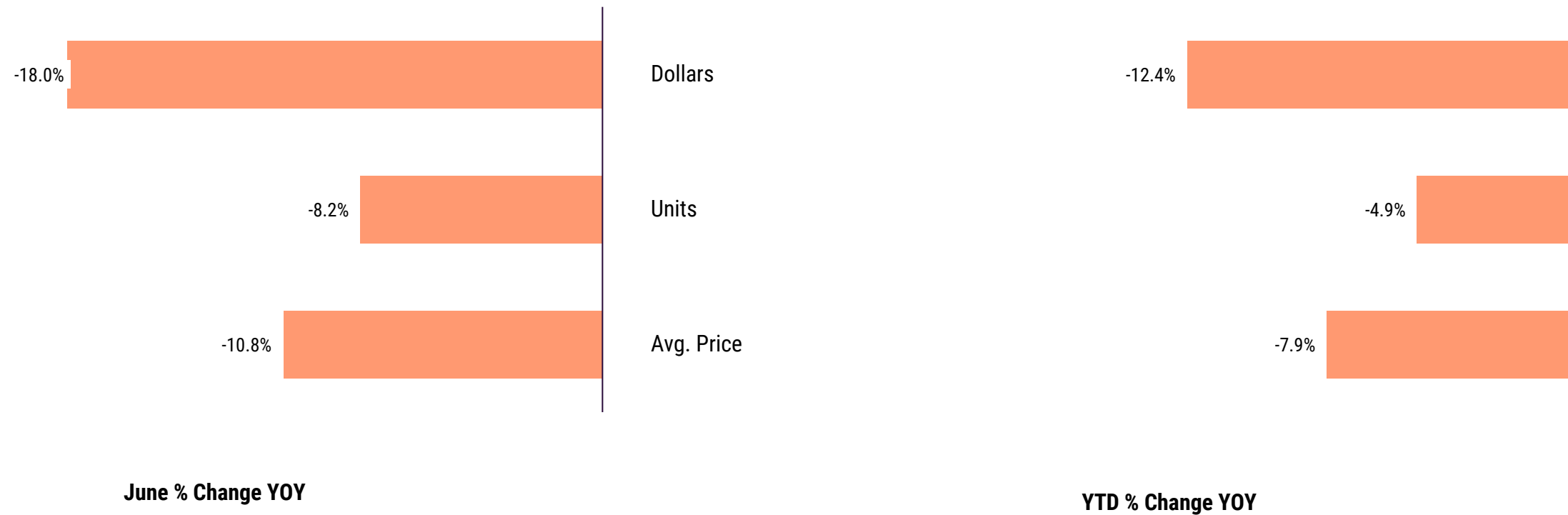
Jun 2023

ATA Report

Australia Toy Association

Industry Trends

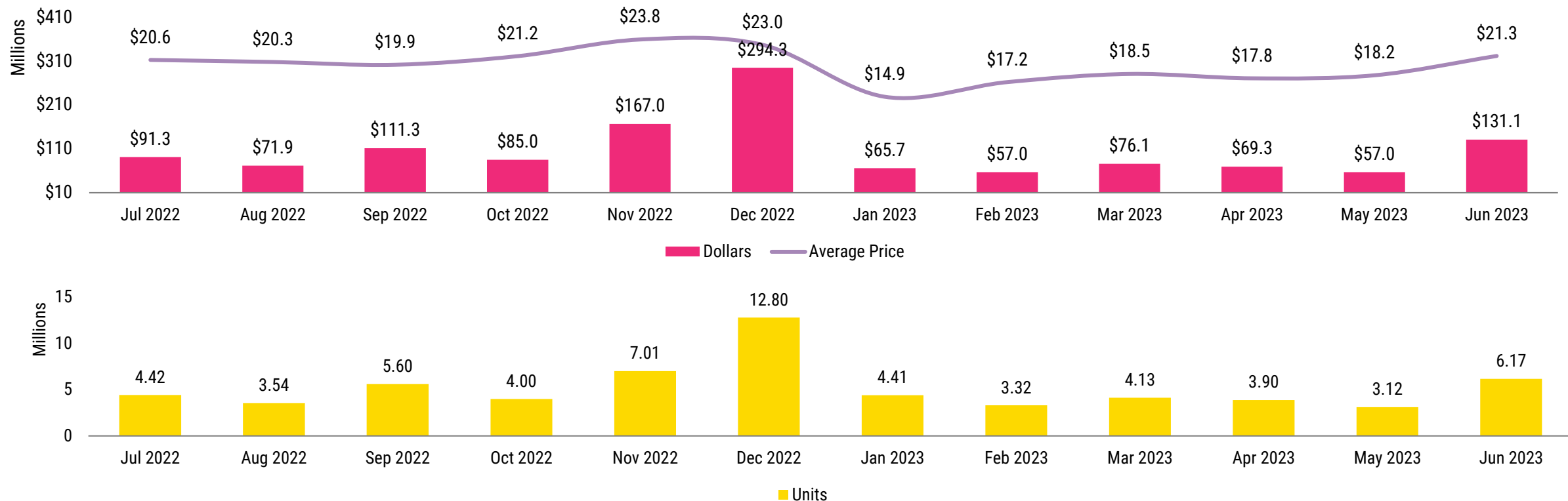
June 2023 experienced a -18% decline vs. 2022 for dollars, Units declined -8% and average price declined -11% (\$21.25). 2 supercategories grew this month, Plush (+6%) and Games/Puzzles (+3%), meanwhile Dolls (-28%), Outdoor & Sports Toys (-31%) and Building Sets (-18%) were the 3 largest decliners. For YTD June, total dollars declined -12% as the largest category drop was from Building Sets (-16%).



Monthly Trend

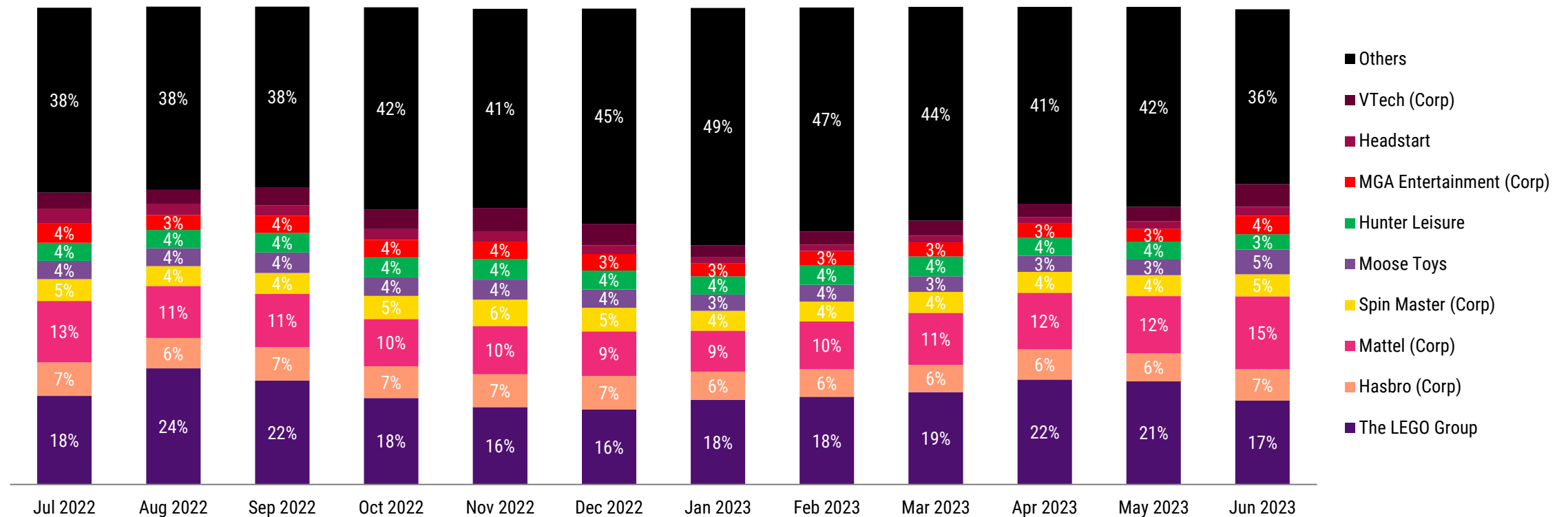
For June 2023, Building Sets continues as the largest dollar made category, but was 3rd largest decline of -18%. The next largest dollar made categories are Infant/Toddler/Preschool Toys, Dolls, Plush, Vehicles and Outdoor & Sports Toys. Average price was \$23.81 and declined to \$21.25 for June 2023, driven from both licensed and non-licensed toys.

Monthly Value (\$M), Average Price (\$) and Units (M)



Corporate Manufacturers Trends

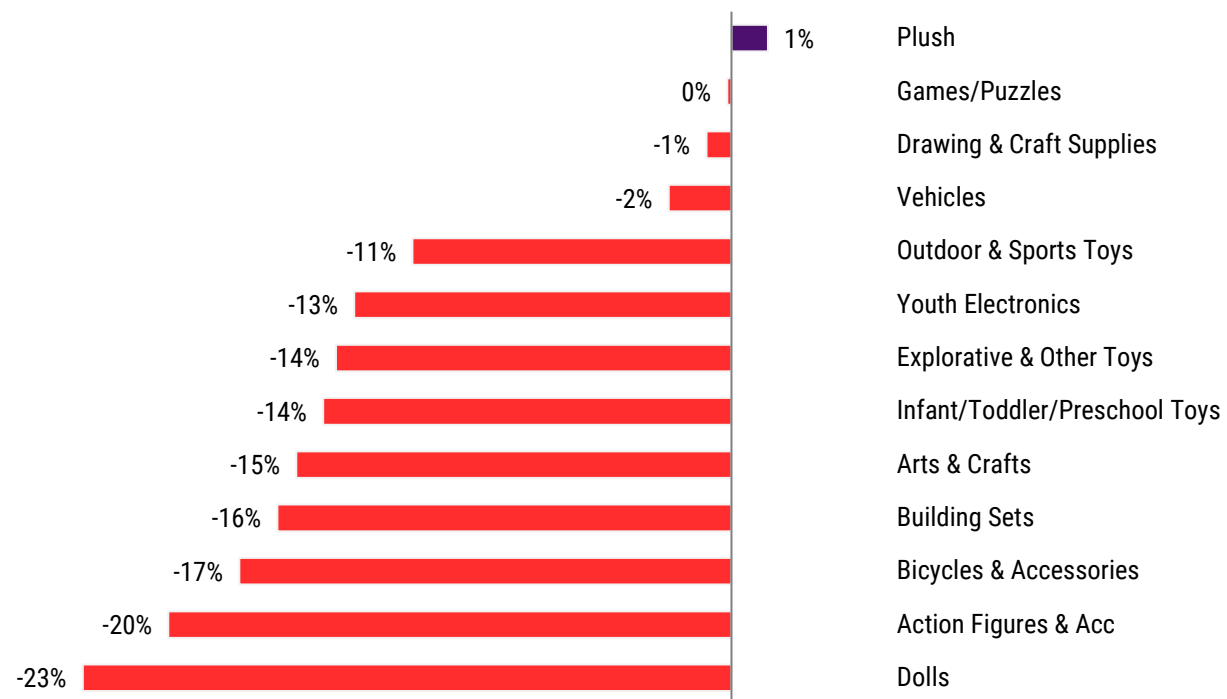
For June 2023, LEGO is the leading dollar manufacturer but dropped in dollars and -1 share points. Banter Toys had the largest dollar growth with +2 share point increase driven from Pokémon and Squishmallows. Barbie is the leading dollar property, followed by Hot Wheels and Pokémon. As for YTD June 2023, the largest dollar gaining properties Pokémon, followed by Squishmallows and Hot Wheels. The top 3 leading manufacturer dollar gaining for YTD June are Banter Toys, Zuru and Newell brands.



Category Trends

For YTD June 2023, only 1 supercategory grew which was Plush, growth of +1% (+\$492K) driven from Squishmallows, Pokémon and Rainbocorns. Games/Puzzles remained flat, but Strategic Trading Card Games grew +32% within this category. Building Sets dropped -16% (-\$17M) driven from LEGO Technic, Jurassic Park/World and Harry Potter/Fantastic Beasts for the YTD.

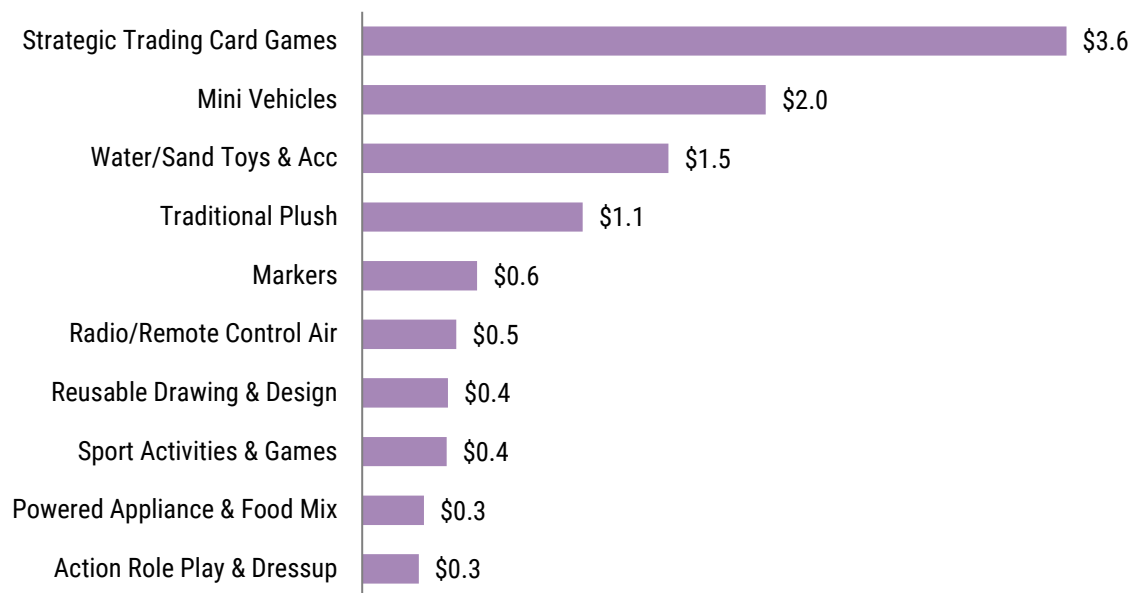
% Value Change YTD



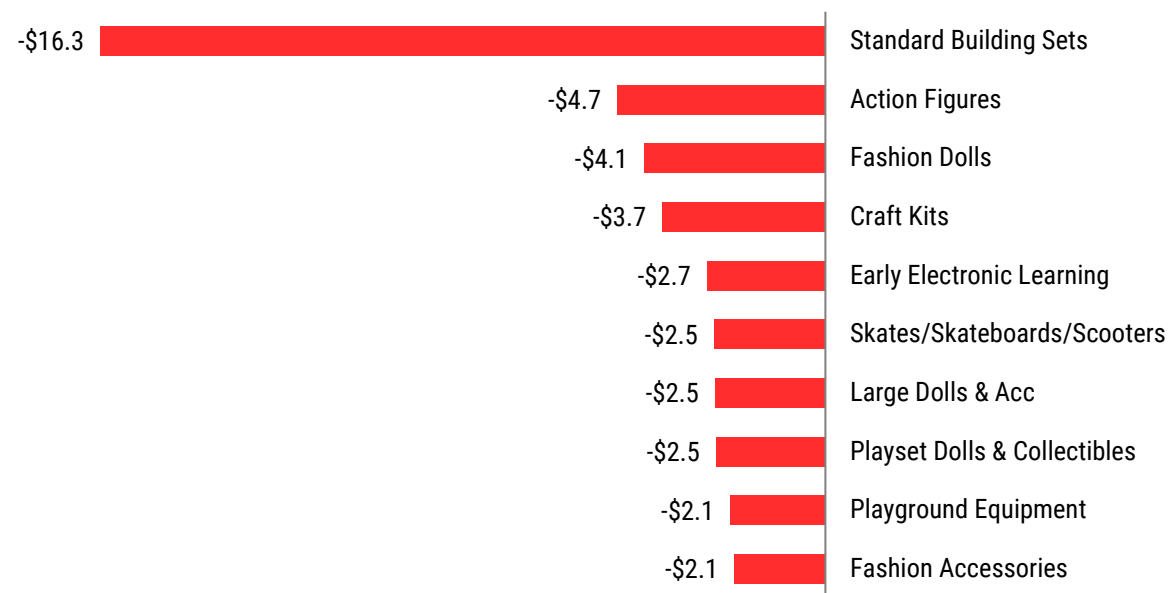
Subclass Trends

Plush category grew this month, Traditional Plush grew +7% (+\$537K) driven from Squishmallows and Aphmau. Games/Puzzles also grew this month predominately Strategic Trading Card games which is the #1 top subclass gainer, adding \$1M driven from Pokémon. Standard Building Sets continues to drop this month -19% (-\$5M) from LEGO Technic, Jurassic Park/World and Formula 1.

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



Top Declining Subclass by Value-added YTD (\$MM)



Property Trends

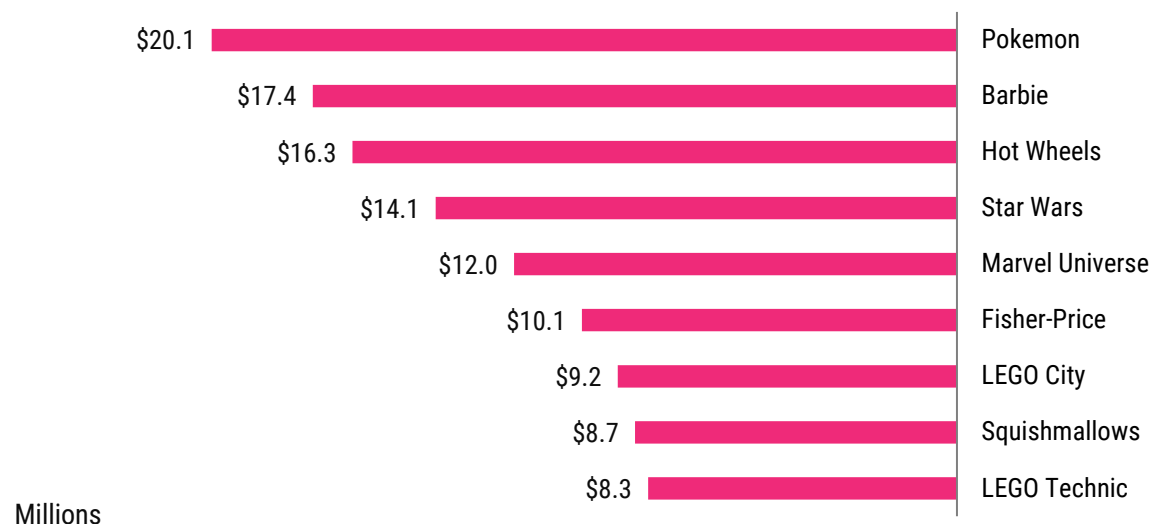
Top 5 new properties June'23 vs. June'22

- #1 – Aphmau
- #2 – Avatar The Movie
- #3 – Peugeot
- #4 – Indiana Jones
- #5 – LEGO Disney Moana/Vaiana/Oceania

Top 5 dollar gaining properties June'23 vs. June'22

- #1 – Squishmallows
- #2 – Pokemon
- #3 – Magic Mixies
- #4 – LEGO Ninjago
- #5 – Nintendo

Top 10 Properties YTD



\$ Value Change vs YAG



For more information

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