



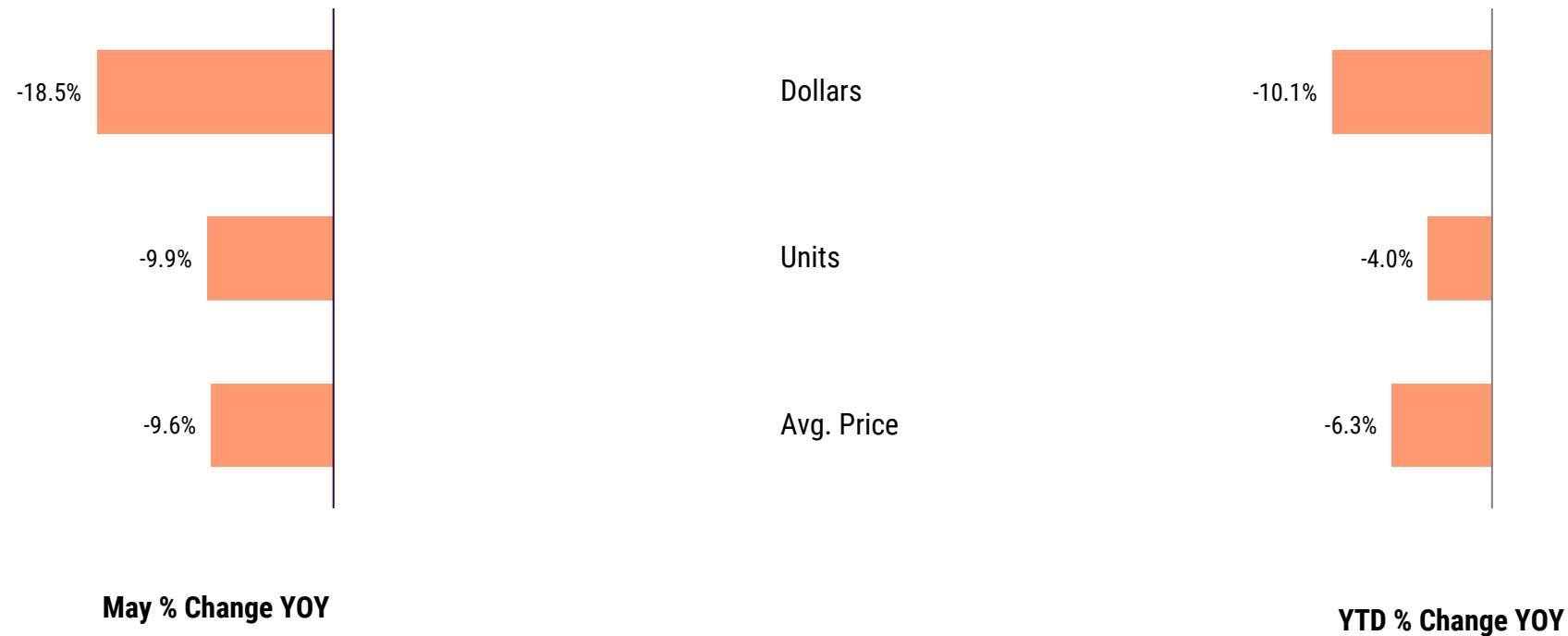
May 2023

# ATA Report

Australia Toy Association

# Industry Trends

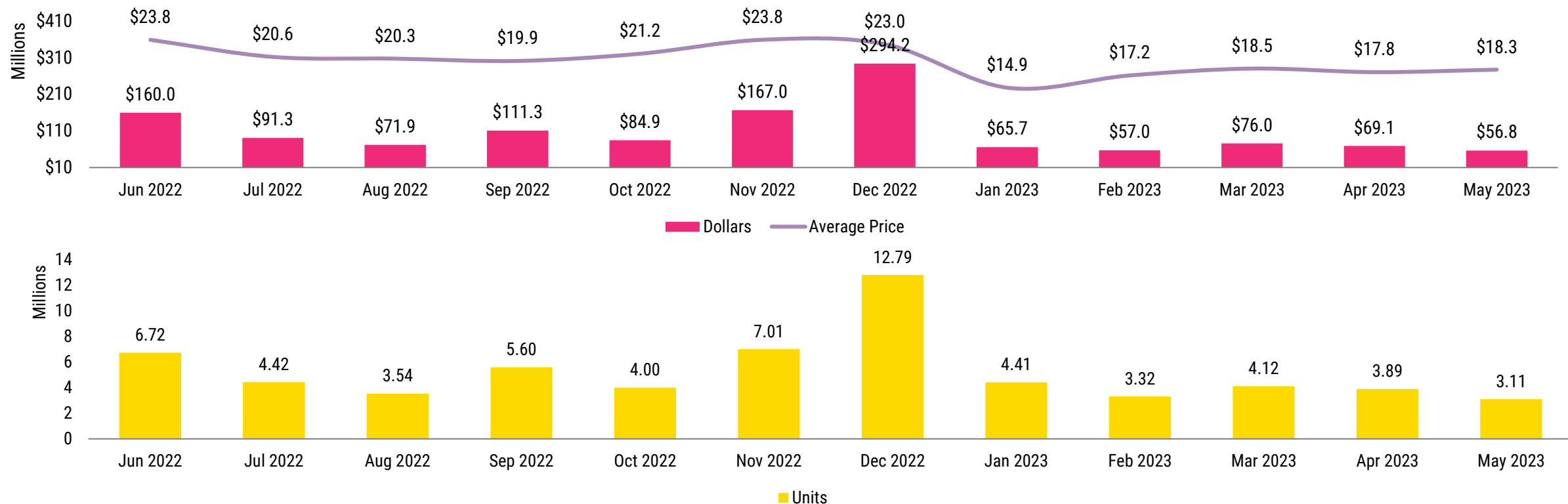
May 2023 experienced a -18% decline vs. 2022 for dollars. Units decline -10% and average price decline -10% in the latest month (\$18.26). Vehicles (+3%) was the only supercategory that grew this month, meanwhile building sets (-27%), Dolls (-27%) and Infant/Toddler/Preschool Toys (-17%) were the 3 largest decliners. For YTD May, total dollars declined by -10% vs. 2022 as Building Sets dropped -15% (-\$11.8M) and was the largest YTD declining category followed by Dolls -20% (-\$8.6M). For Global YTD May, dollars declined by -6%.



# Monthly Trend

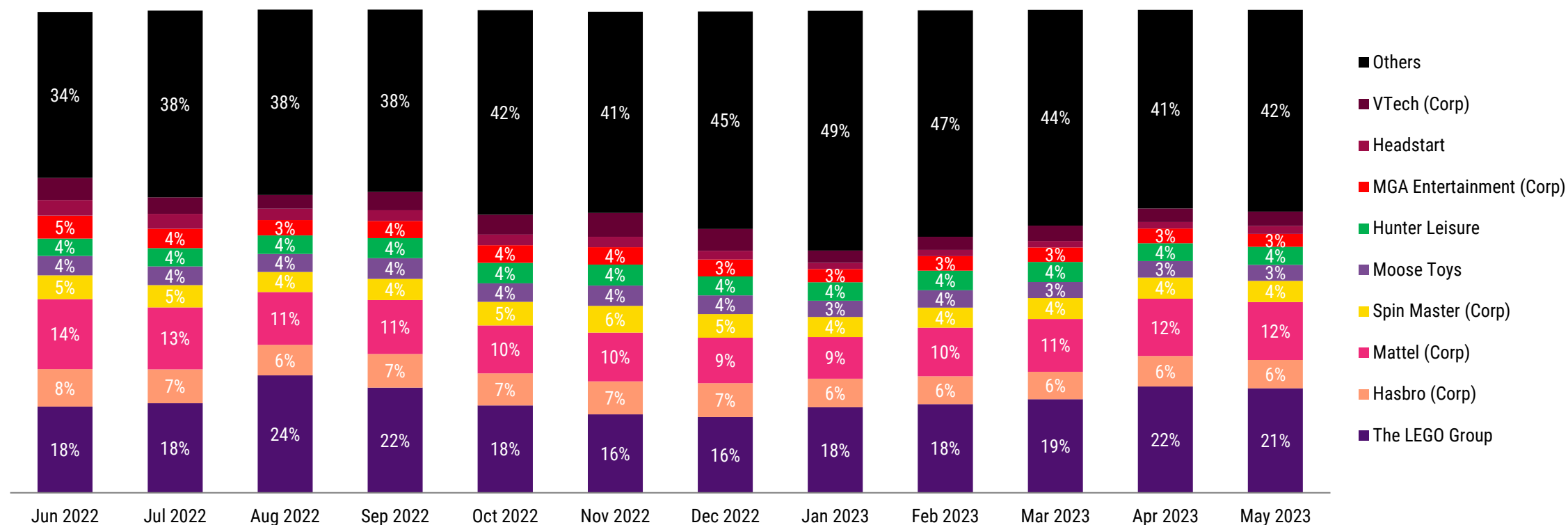
For May 2023, Building Sets continue to be the largest dollar made category, but was also the largest dollar decline -27%. The next following largest dollar made supercategories were Infant/Toddler/Preschool Toys, Dolls, Vehicles, Games/Puzzles and Outdoor & Sports Toys. Average price was \$20.19 and declined to \$18.26 for May 2023 driven from both licensed and unlicensed toys.

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



# Corporate Manufacturers Trends

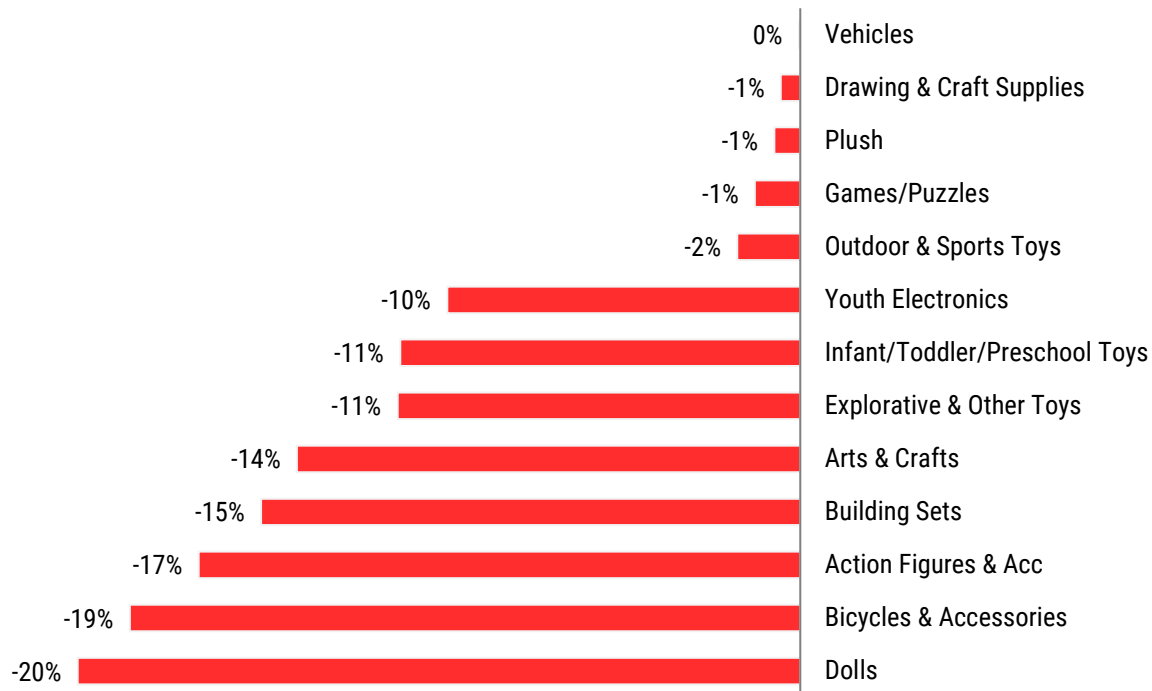
For May 2023, LEGO is the leading dollar manufacturer but dropped in dollars and -4 share points. Zuru had the largest dollar growth with +1 share point increase driven from Rainbocorns and Smashers. Star Wars is the leading dollar property, followed by Pokémon and Hot Wheels. As for YTD May 2023, the largest dollar gaining properties continues to be Pokémon, followed by Hot wheels and Squishmallows. The top 3 leading manufacturer dollar gainers for YTD May are Banter Toys, followed by Zuru and Newell Brands.



# Category Trends

There were no categories that grew for YTD May 2023, but this month vs. YGO had Vehicles growing +3% and this was mainly driven from Hot Wheels and The Fast and The Furious. Games/Puzzles declined -8%, but Strategic Trading Card Games grew +11% within this category. Building Sets dropped -27% (-\$4.6M) driven from LEGO Icons, Jurassic Park/World and LEGO Technic.

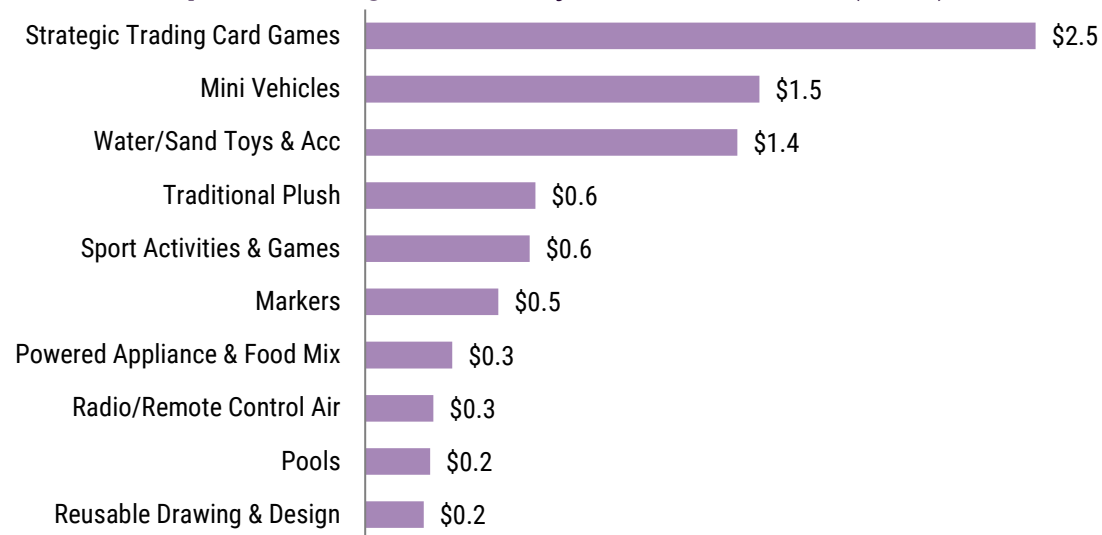
## % Value Change YTD



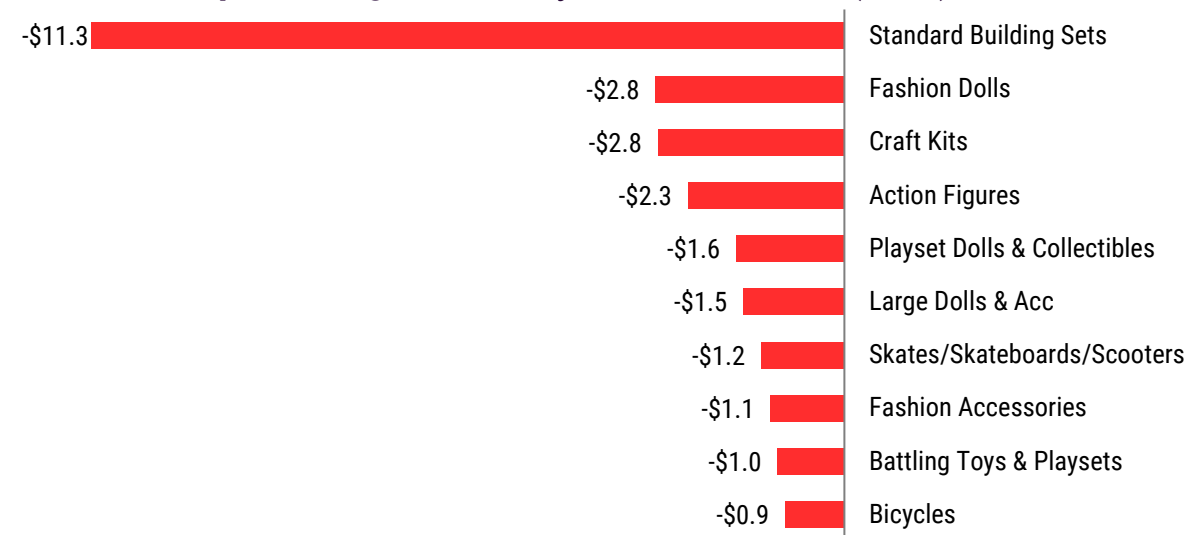
# Subclass Trends

Vehicles was the only supercategory which grew this month, Mini Vehicles grew +42% (+\$607K) driven from Hot Wheels. Despite Games/Puzzles declining -8%, Strategic Trading Card Games is the 2<sup>nd</sup> top subclass gainer, adding +\$185K which is a +11% growth driven from Pokémon. Standard Building Sets continues to drop this month -27% (-\$4.4M) from LEGO Icons, LEGO Technic and Jurassic Park/World.

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



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



# Property Trends

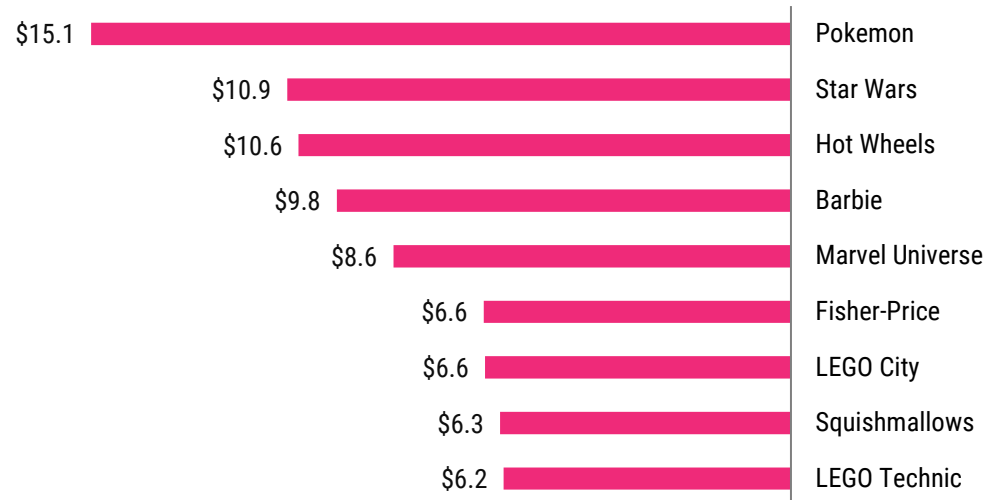
## Top 5 new properties May'23 vs. May'22

- #1 – Peugeot
- #2 – Super Mario Brothers
- #3 – Avatar The Movie
- #4 – Aphmau
- #5 – LEGO Indiana Jones

## Top 5 dollar gaining properties May'23 vs. May'22

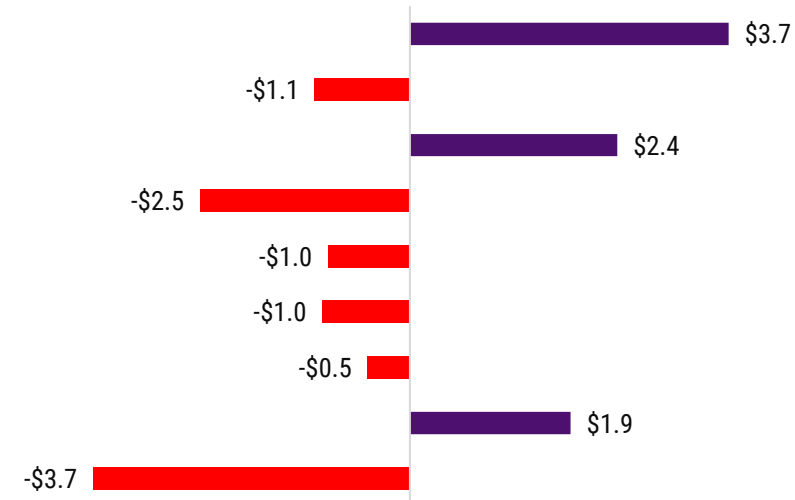
- #1 – Hot Wheels
- #2 – LEGO Star Wars
- #3 – LEGO Speed Champions
- #4 – Pokémon
- #5 – Gabby's Dollhouse

### Top 10 Properties YTD



Millions

### \$ Value Change vs YAG



Millions

## For more information

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