

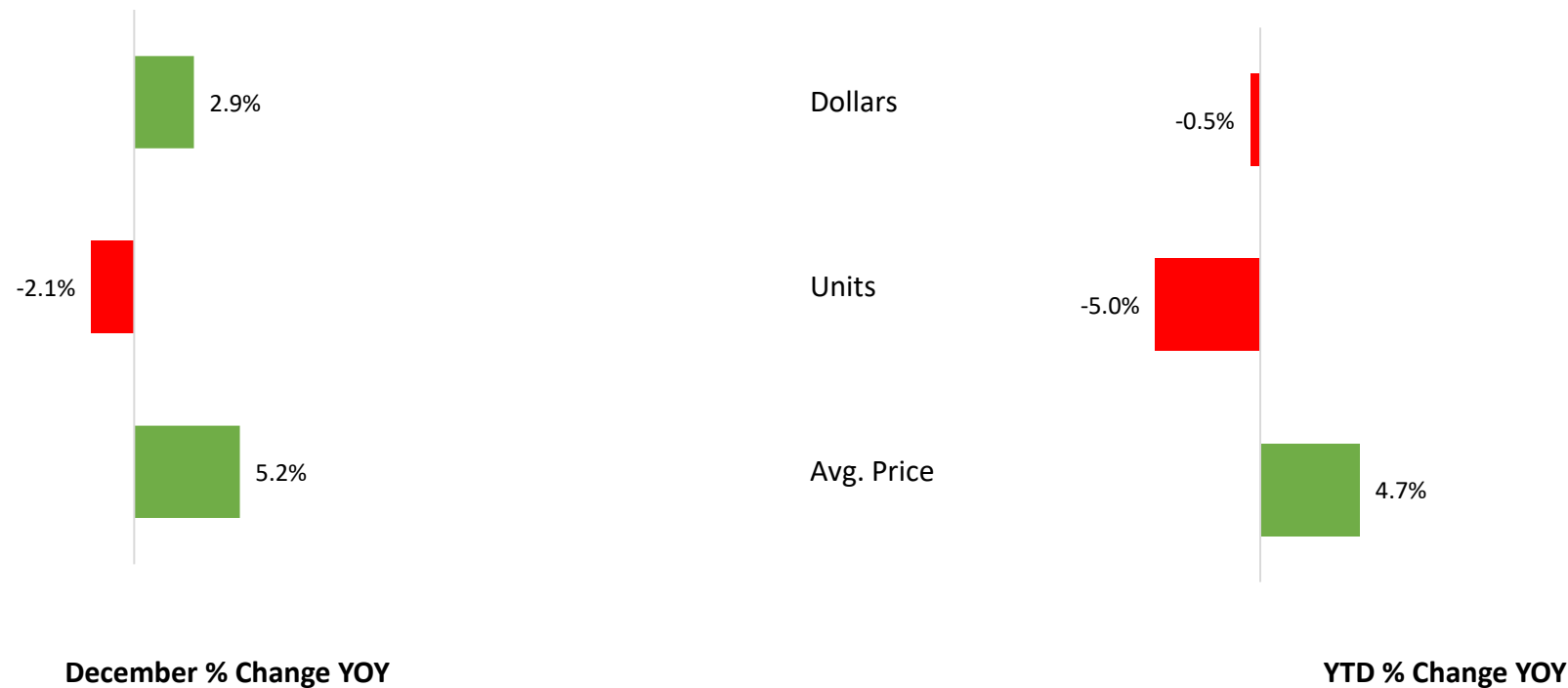
Dec 2022

ATA Report

Australia Toy Association

Industry Trends

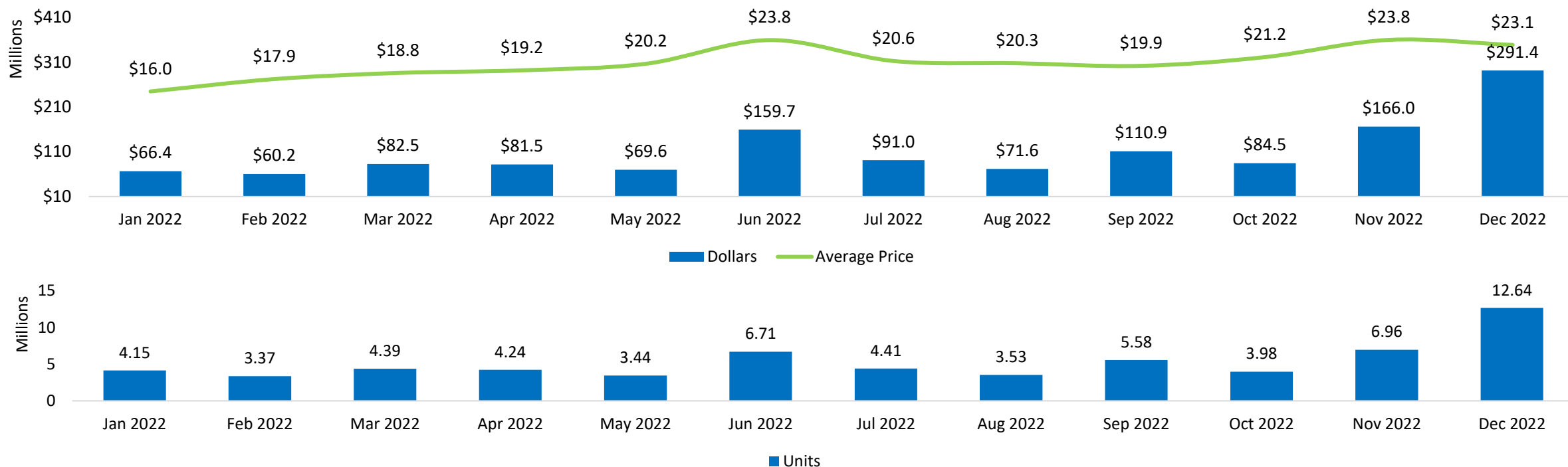
December experienced a 3% increase in total dollars vs. 2021. Compared to pre-covid, December grew 7%. Average price increased by 5% in the latest month (\$23.07). Plush (+16%), Building Sets (+6%) and Infant/Toddler/Preschool Toys (+7%) were the top 3 dollar growing categories for the month meanwhile Games/Puzzles (-8%), Explorative Toys (-9%) and Drawing & Craft Supplies (-15%) were the largest dollar drops. For the full year 2022, total dollars slightly dropped -0.5% vs. 2021 mostly contributed from Building Sets which dropped -5% (-13.8M). Global results dropped -1% overall for the full year.



Monthly Trend

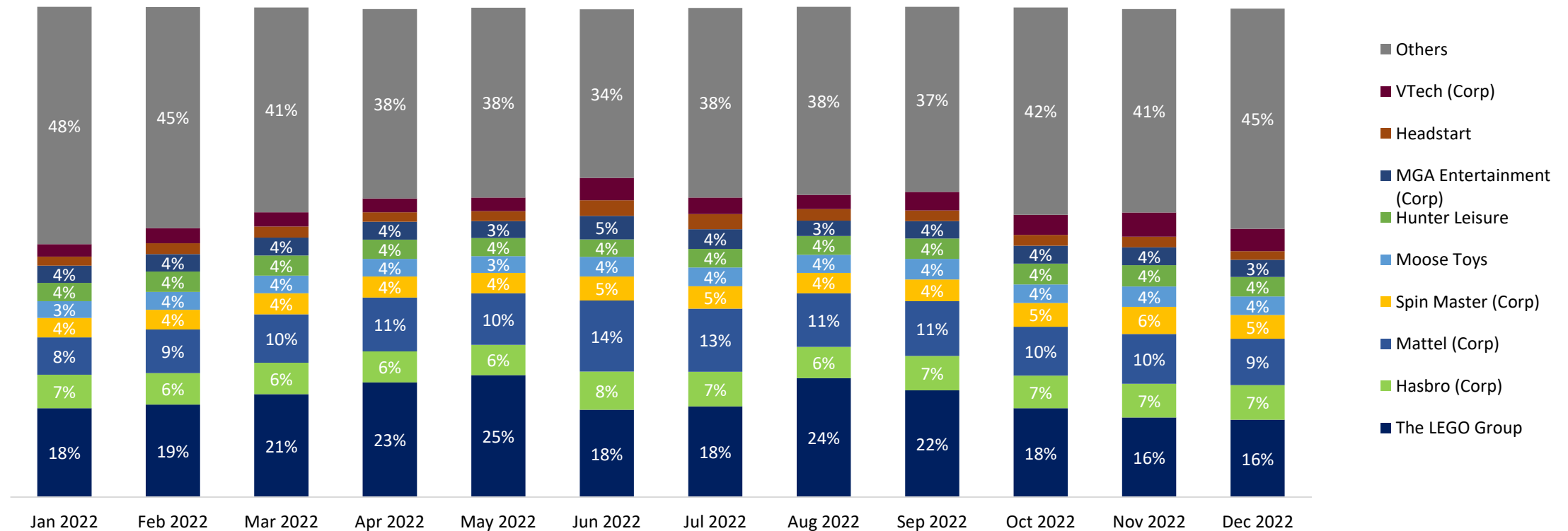
For December 2022, Outdoor & Sports Toys was the largest dollar made supercategory followed by Building Sets, Infant/Toddler/Preschool, Dolls, Vehicles, Games/Puzzles and Plush. Games/Puzzles had the largest dollar drop decrease of -\$1.9M (-8%), Drawing & Craft Supplies had the largest Percentage decrease of -15%. December 2021 average price was \$21.93 and increased to \$23.07 driven from both licensed and unlicensed toys.

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



Corporate Manufacturers Trends

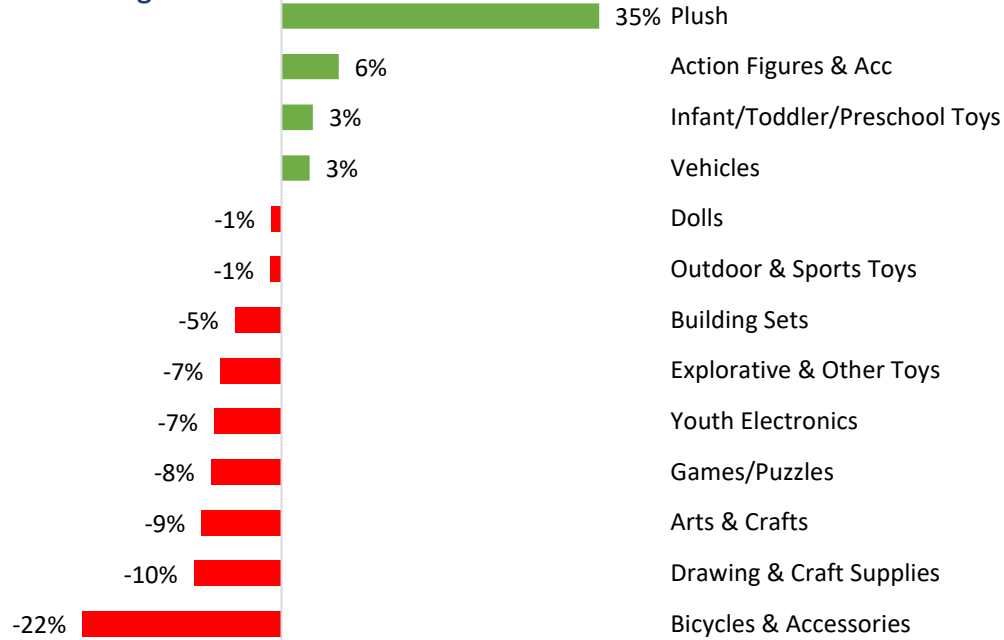
LEGO is the leading dollar manufacturer in December 2022 with an incline of +5% with a gained share of +1%. Mattel in December had the top dollar gain of +19% (\$4.3M) and gained +1% share driven by Hot Wheels, Barbie and Jurassic Park/World. Barbie is the leading dollar property followed by Hot Wheels and Pokémon for the month. For the full year 2022, the largest dollar gained properties are Jurassic Park/World followed by Squishmallows and Magic Mixies. The leading manufacturer dollar gainers for YTD is Mattel (+36%), followed by Banter Toys (+36%) and Moose Toys (+12%).



Category Trends

For the full year 2022, 4 supercategories grew in value, Plush had the largest growth of \$24.4M where traditional plush grew +42% mainly driven by Squishmallows and Interactive Plush grew +21% driven by Magic Mixies. Action figures grew +6% from several properties: Jurassic Park/World, Toy Story/Light Year and Marvel Universe. There was +3% growth for Infant/Toddler/Preschool Toys driven by Gabby's Dollhouse and Cocomelon. Vehicles grew +3% driven from Hot Wheels. Bicycles & Acc had the largest percentage drop of -22% were mainly driven by unlicensed. Building Sets declined -5% from Harry Potter/Fantastic Beasts.

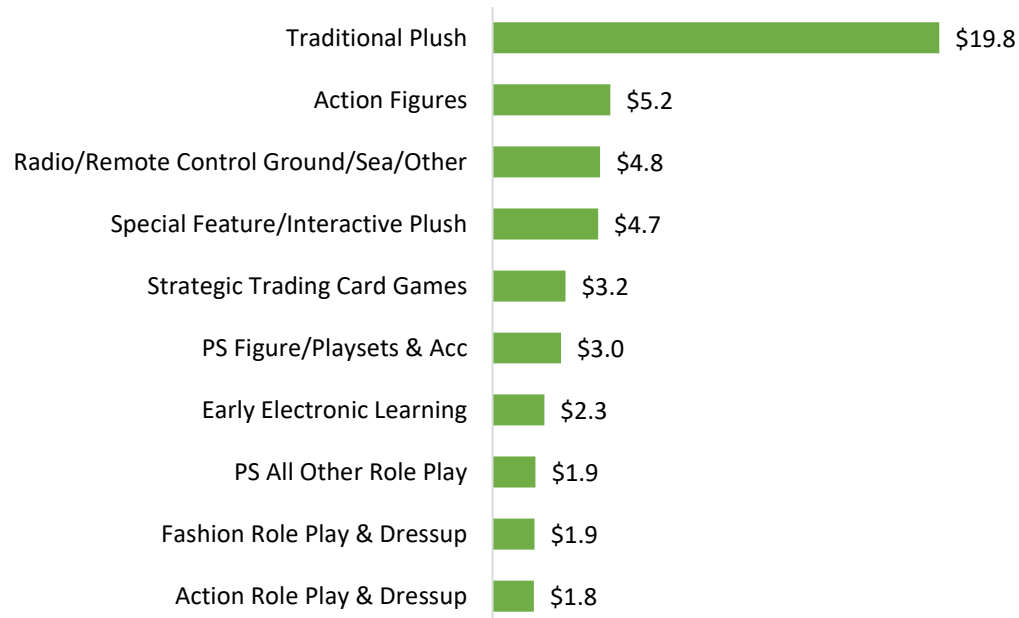
% Value Change YTD



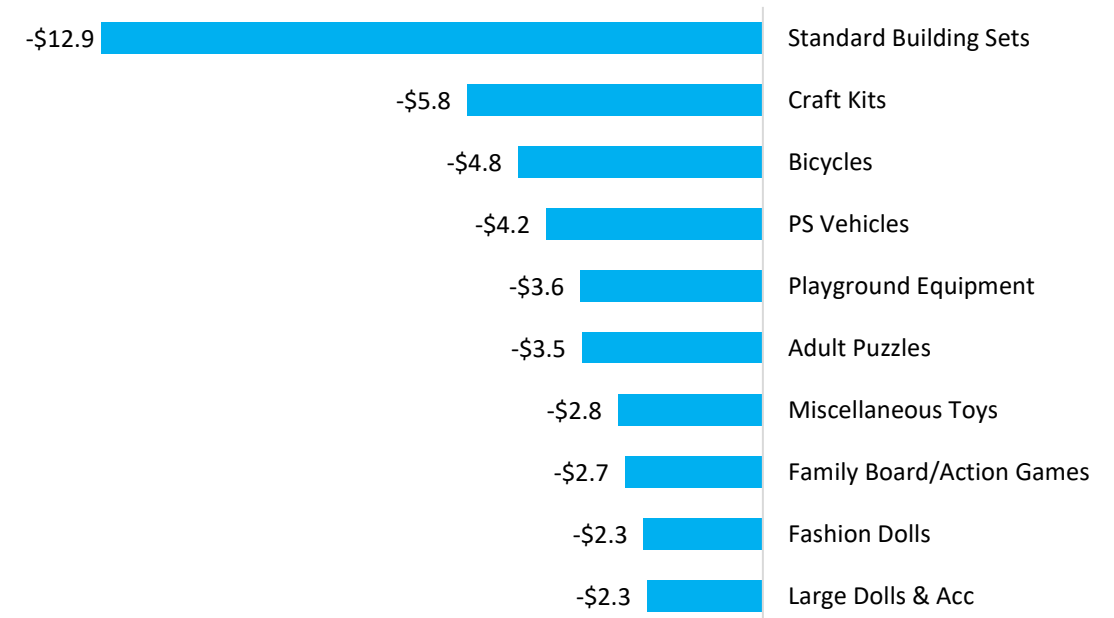
Subclass Trends

Plush dominated for this month which added \$2.8M vs. 2021, this was from traditional Plush (\$2.5M) driven by Squishmallows and Magic Mixies from Interactive Plush (\$270K). For Action Figures, Jurassic Park/World ends the year to be the top dollar and top gainer for this month. Transformers was the second largest property for Action Figures but continued to further drop another -34% vs. 2021 meanwhile Toy Story/Light Year was the 2nd ranked top gainer. For this month, Standard Building Sets gained +7% driven by Star Wars, LEGO Technic and LEGO Speed Champions, however for the full year, ends with a -5% declined from Harry Potter/Fantastic Beasts.

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



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



Property Trends

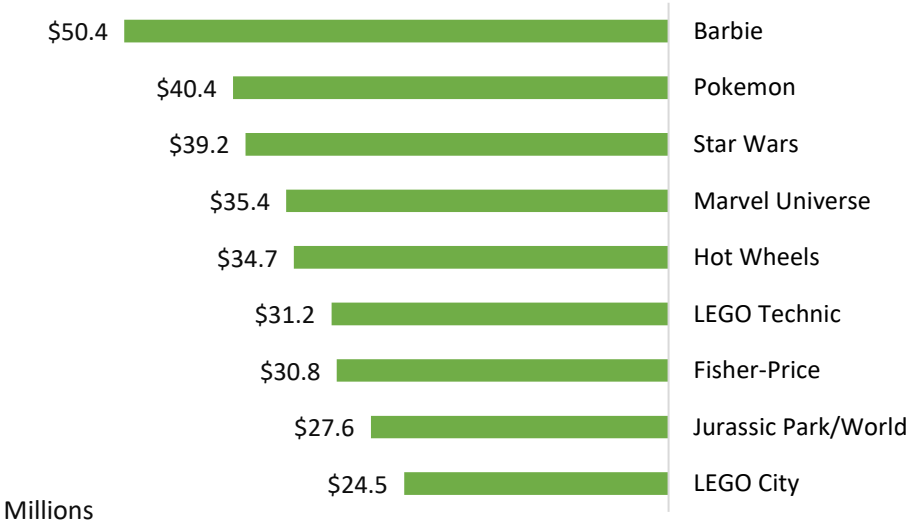
Top 5 new properties Dec'22 vs. Dec'21

- #1– Avatar The Movie
- #2 – LEGO Avatar
- #3 – Sanrio Characters
- #4 – Mermaze Mermaidz
- #5 – LEGO Toy Story

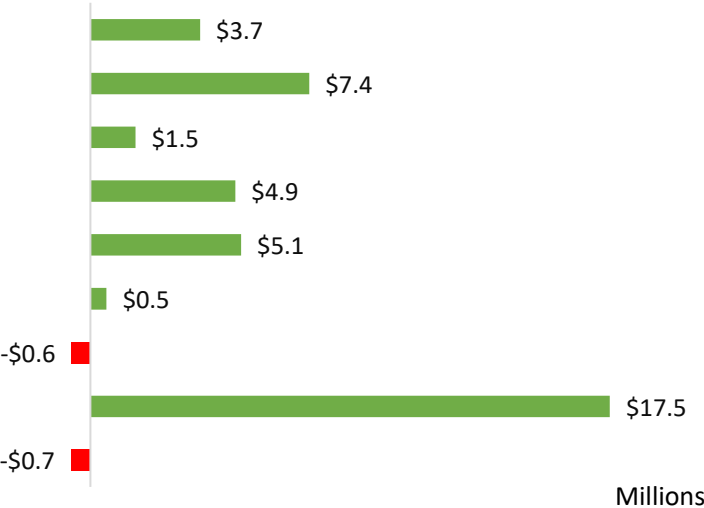
Top 5 dollar gaining properties Dec'22 vs. Dec'21

- #1 – Jurassic Park/World
- #2 – Squishmallows
- #3 – Hot Wheels
- #4 – Gabby’s Dollhouse
- #5 – Magic Mixies

Top 10 Properties YTD



\$ Value Change vs YAG



For more information

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