

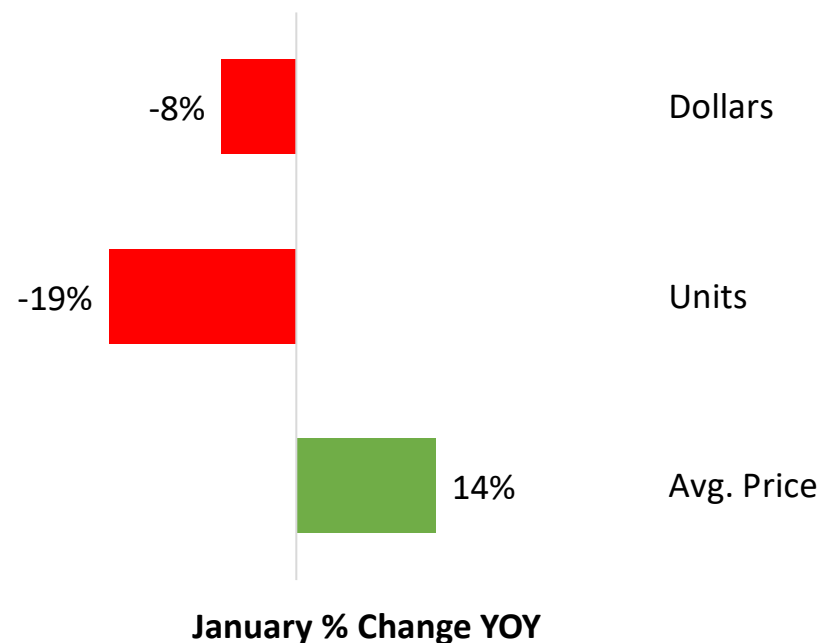
Jan 2022

ATA Report

Australia Toy Association

Industry Trends

First month of the year declined -8%. This month's sales, however, remain +19% higher than pre-pandemic (Jan-20). In the latest month 3/13 categories grew YoY: Plush (+19%), Bikes (+3%) and Outdoor & Sports Toys (+2%). 5 out of top 15 items were new in the latest month: 3 from Banter Toys, 1 from Moose Toys and 1 from The LEGO Group. Globally* January 2022 toy sales were flat compared to year ago and 28% up versus Jan-20.



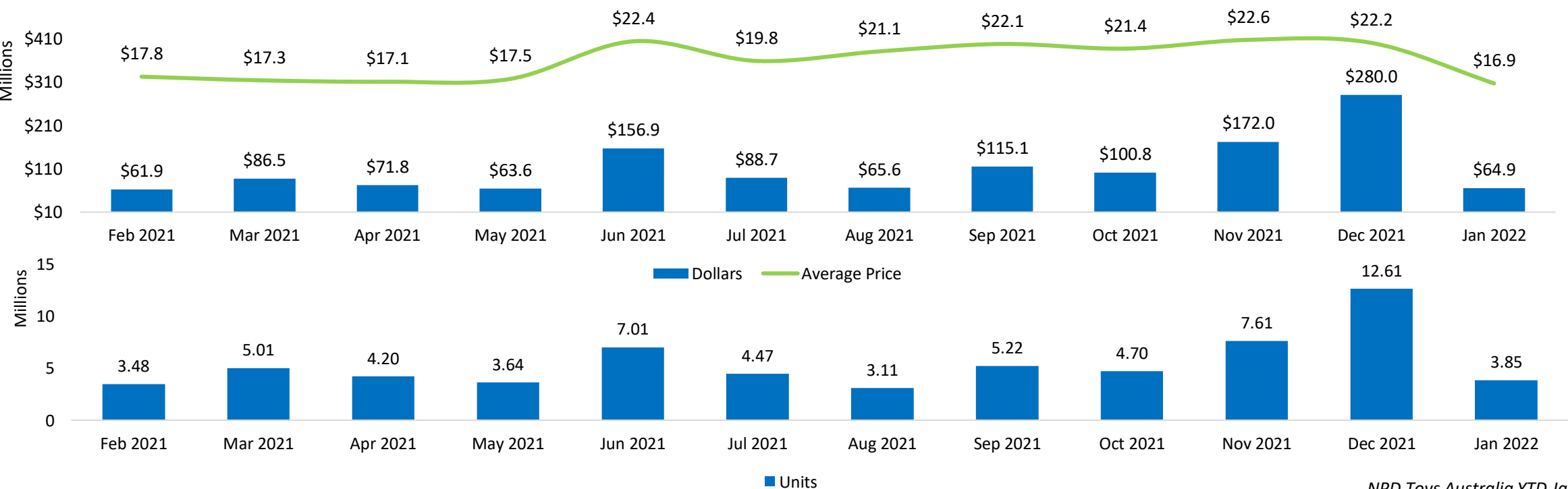
Rank	Item Description	Average Price
1	Blue Rectangular Family Poo 269x175x56	\$22.75
2	Squishmallow Plush Asst 16"	\$33.89
3	My Magic Mixies With Plush 8"	\$107.38
4	5 Surprise Toy Mini Brands Capsule Asst	\$8.06
5	Beanie Boos Regular Asst	\$8.06
6	Rainbow High Doll Asst	\$49.54
7	Hot Wheels 5 Pack 1:64 Asst	\$9.08
8	Barbie Dreamhouse	\$233.26
9	Pokémon 25 Years Celebrations Collector Chest	\$49.09
10	L.O.L. Surprise! Remix Hair Flip	\$11.47

* 

Monthly Trend

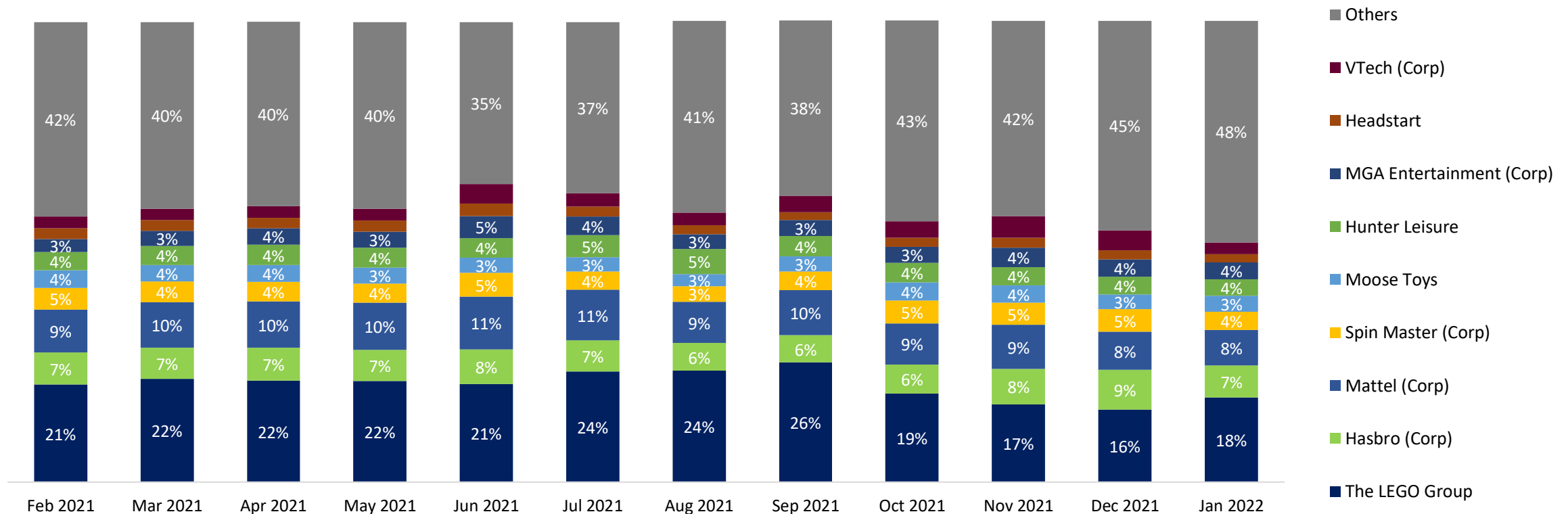
Average Price grew +14% in the latest month for total toys. All categories but Explorative Toys (-4%) and Youth Electronic(-7%) grew in average price. Unit sales declined -19% in Jan'22 and only 2 categories: Plush(+8%) & Explorative Toys(+5%) recorded growth in the volume sales vs. same month last year. Drawing & Craft supplies and Vehicles accounted for ½ of the losses in volume sales. Looking at price segments: higher price points of \$50+ grew +9% and accounted for 33% of total toy dollars (this is 5 share point increase vs same month last year).

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



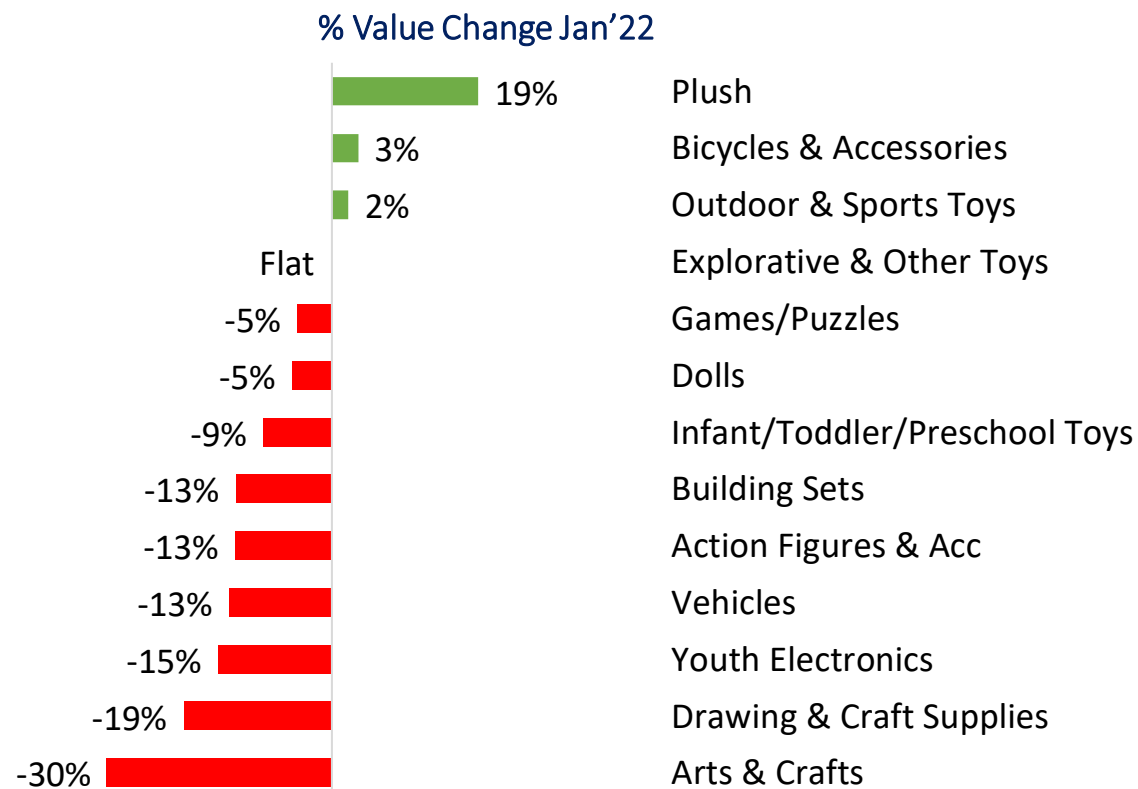
Corporate Manufacturers Trends

In January'22, 8 out of top 20 corporate manufacturers grew- New Dimension Oz (+74%), Banter Toys (+70%), Rainbow Pacific (+28%), MGA (+19%), Vtech (+10%), Zuru (+8%), Crown and Andrews (+3%) and Crayola (+2%). Top 20 corporate manufacturers gained 0.3 share points compared to same month last year. Pokémon (+78%) was the #1 property by absolute dollars and recorded the largest absolute dollar gains. Non-Licensed toys picked up 1 share point in Jan'22 and contributed 71% to the overall toy dollars.



Category Trends

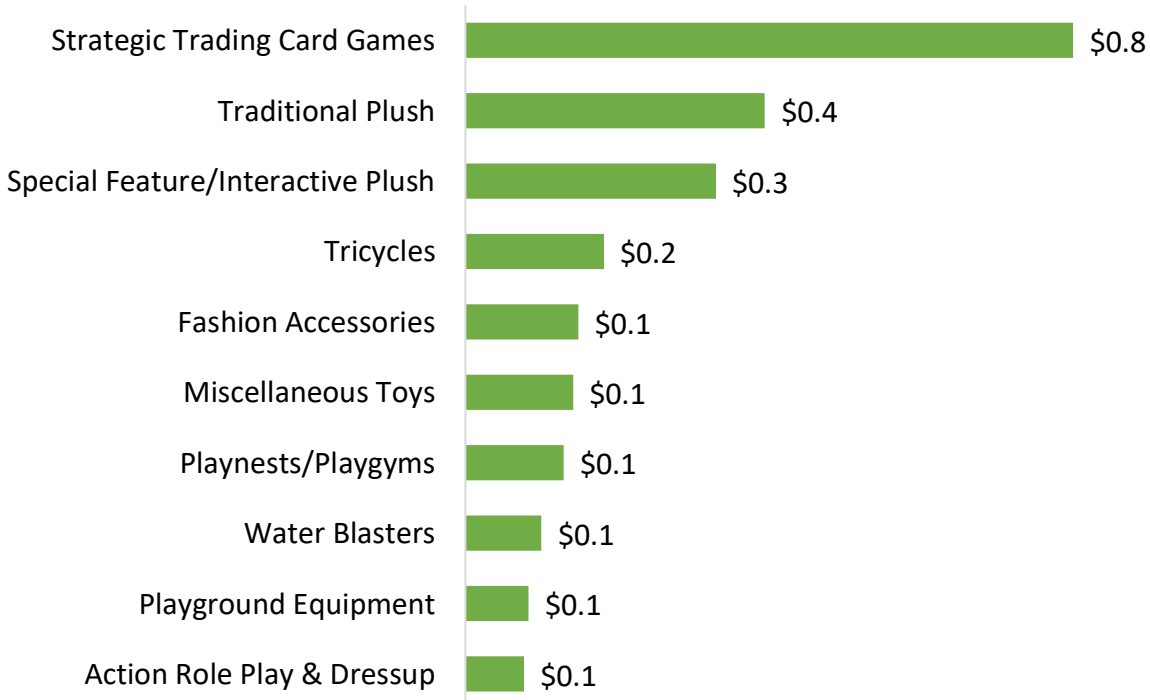
Only three supercategories registered growth in the latest month. Plush grew +19% driven by Traditional Plush and Special Feature/Interactive Plush across properties such as Squishmallows, Magic Mixies, Star Wars and Pokémon to name a few. Bikes grew +3% mainly driven by properties like: Peppa Pig, Paw Patrol, Stranger Things and Minecraft. Outdoor Toys grew +2%- Tricycles and Water Blasters accounted for over 50% of the gains within Outdoor Toys. On the flip sides, Building Sets and Arts and Crafts contributed over 40% of losses in Jan'22.



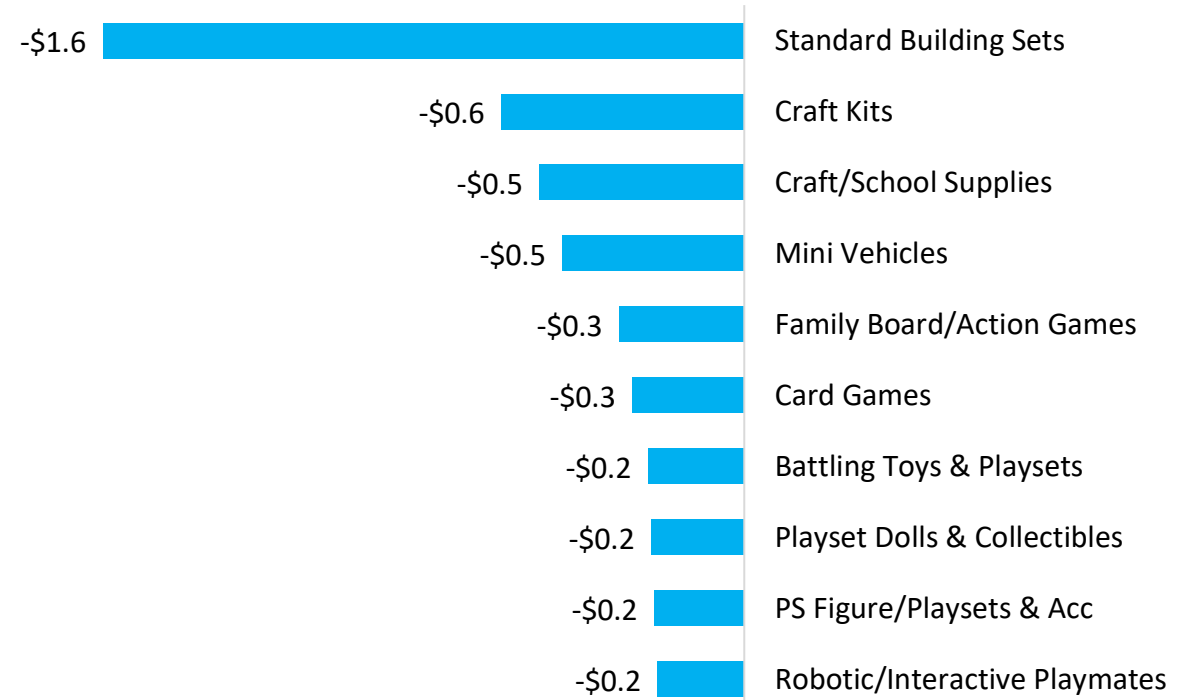
Subclass Trends

In January'22, 3 out of top 10 fastest growing subclasses were from Outdoor and Sports Toys: Tricycles(+>100%), Water Blasters(+32%),Playground Equipment(+9%). Strategic Trading Card Games(+99%) continued to be the #1 value adding subclass, Pokémon accounted for 88% of gains within this subclass. Despite the decline Standard Building Sets continued to remain the largest subclass in absolute dollars and contributed 17% to overall toy dollar sales in the most recent month.

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



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



Property Trends

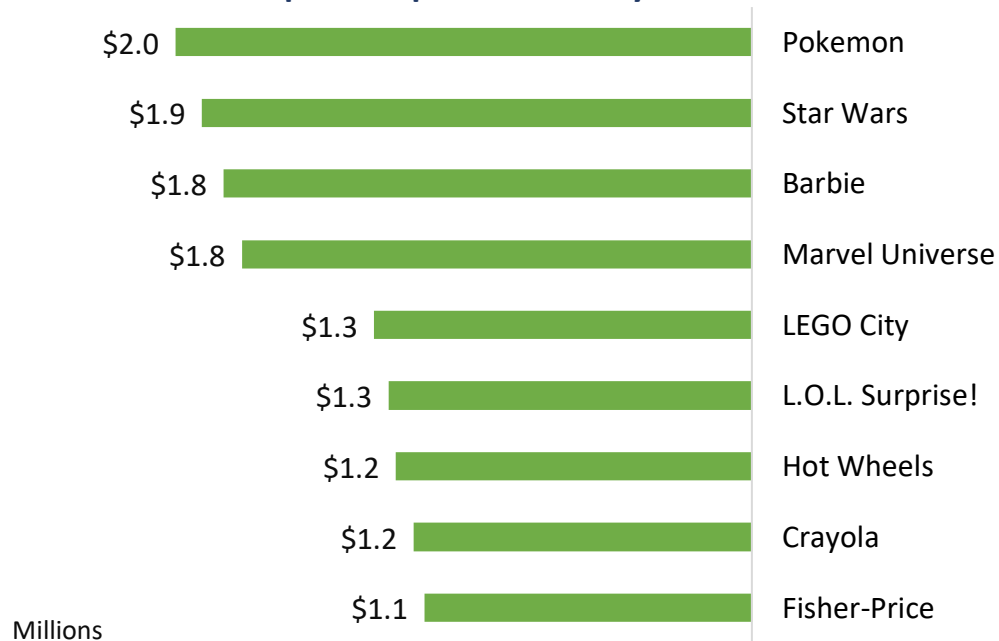
Top 5 new properties Jan'22 vs. Jan.'21

- #1– Disney Encanto
- #2 – Magic Mixies
- #3 – Akedo
- #4 – Marble Rush
- #5 – Disney Hooyay

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

- #1 – Pokémon
- #2 – Marvel Universe
- #3 – Squishmallows
- #4 – Disney Encanto
- #5 – Magic Mixies

Top 10 Properties January



\$ Value Change vs YAG



For more information

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