

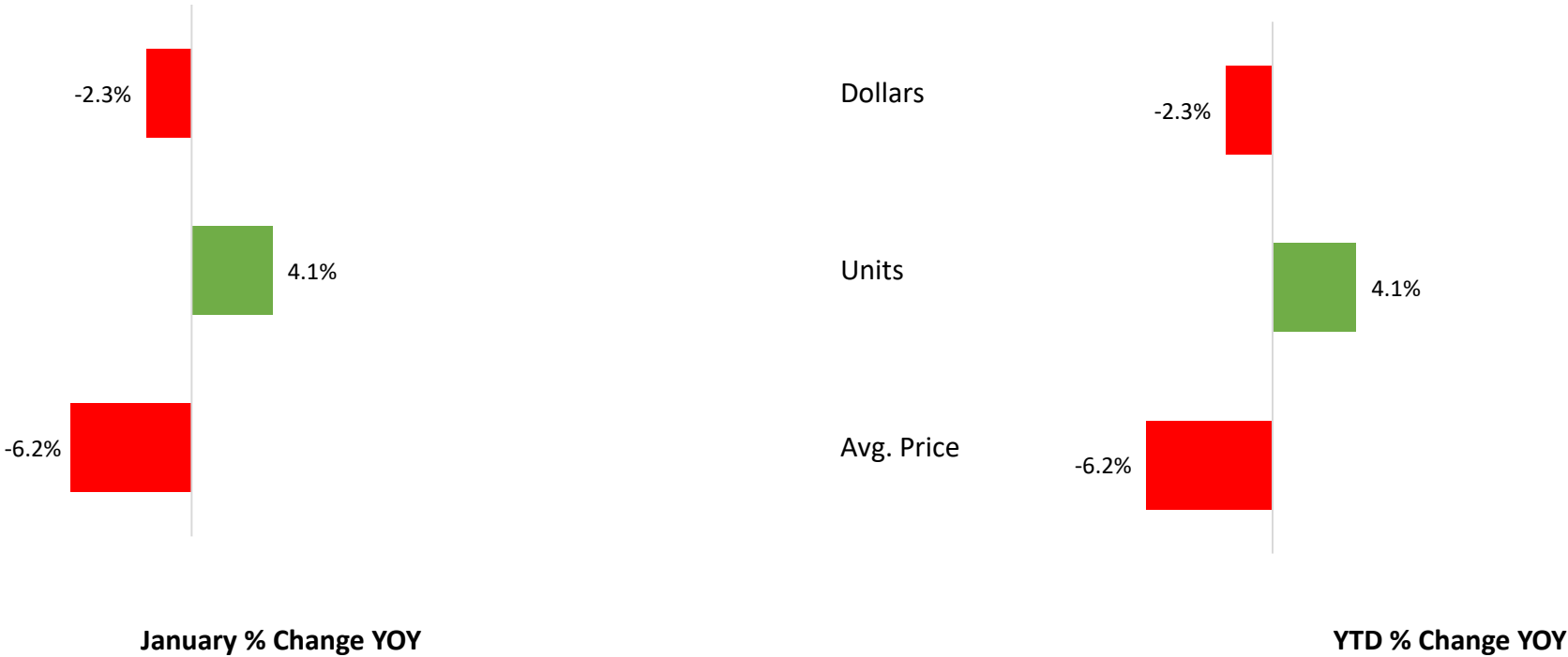
Jan 2023

ATA Report

Australia Toy Association

Industry Trends

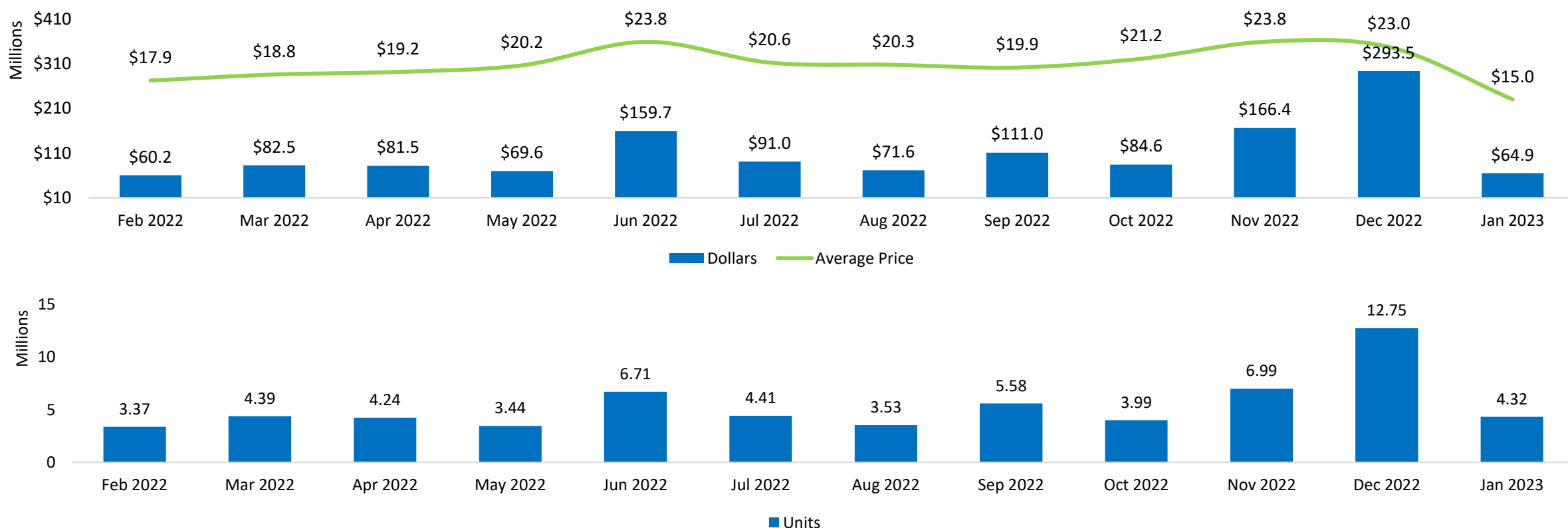
January experienced a -2% decrease in total dollars vs. 2022. Compared to 2020, January grew 18%. Units increased by 4%, average price decreased by -6% in the latest month (\$15.01). Building Sets was the most dollar made category of \$11.7M. Outdoor & Sports Toys (+6%), Vehicles (+6%) and Drawing & Craft Supplies (+5%) were the top 3 gaining categories for the month, meanwhile Dolls (-13%), Infant/Toddler/Preschool Toys (-5%) and Building Sets (-3%) were the largest dollar decreases contributing to the -2% total market drop. Meanwhile Global Results increased +2% overall for January.



Monthly Trend

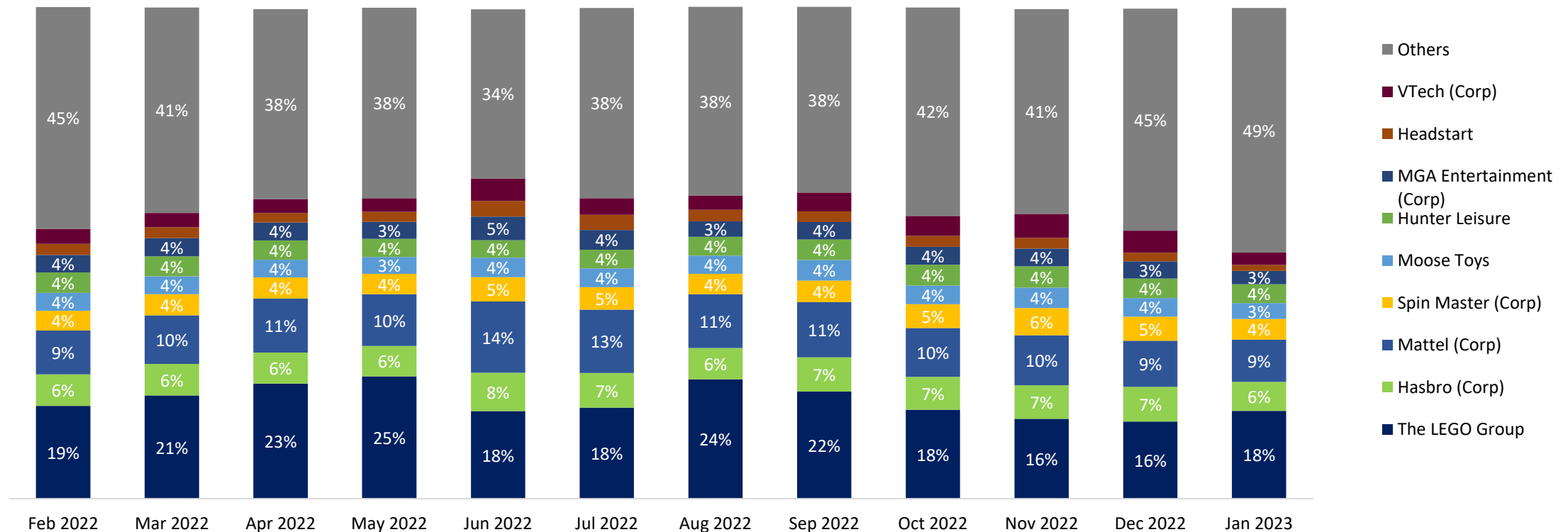
For January 2023, Building sets was the largest dollar made supercategory followed by Outdoor & Sports Toys, Infant/Toddler/Preschool, Dolls, Games/Puzzles and Vehicles. Dolls had the largest dollar drop of \$994K (-13%), Bicycles & Accessories had the largest percentage decrease of -23%. January average price was \$16.01 and decreased to \$15.01 driven from both licensed and unlicensed toys.

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



Corporate Manufacturers Trends

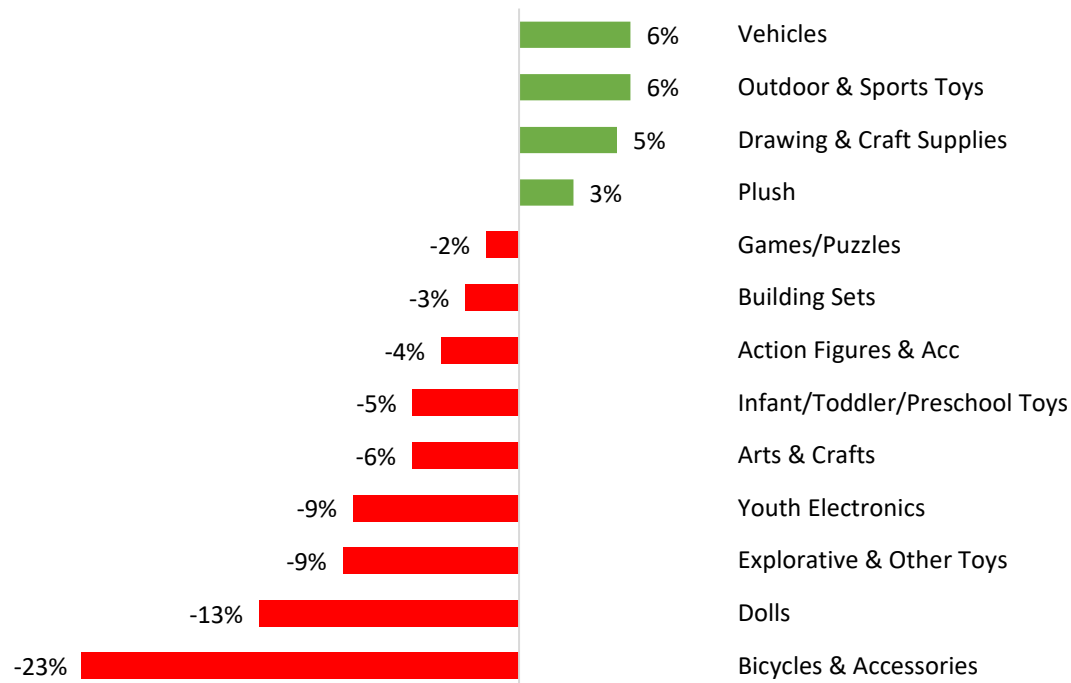
LEGO is the leading dollar manufacturer in January 2023 with a decline of -4%, share remains the same at 18%. Banter Toys had the top dollar gain of +29% (+800K) with 5% share and gained 1 share point driven by Pokémon, Squishmallows and Among Us. Mattel was the 2nd top dollar gainer of +10% (+\$514K) with 9% share gaining 1 point driven from Hot Wheels, Jurassic Park/World and Toy Story/Light Year. Pokémon (+29%) is the leading dollar property followed by Star Wars (+7%) and Barbie (-5%) for the month.



Category Trends

For January 2023, 4 supercategories grew in value, Outdoor & Sports Toys had the largest growth of +\$523K (+6%) driven by Bunch O Balloons. Vehicles grew +\$272K (+6%) driven from Hot Wheels and The Fast And The Furious. Drawing & Crafts Supplies +5% from mostly unlicensed. Plush grew +3% driven from Traditional Plush Squishmallows, TY and Gabby's Dollhouse. Bicycles & Accessories had the largest percentage drop -23% were mainly unlicensed. Building Sets declined -3% coming from LEGO Ideas.

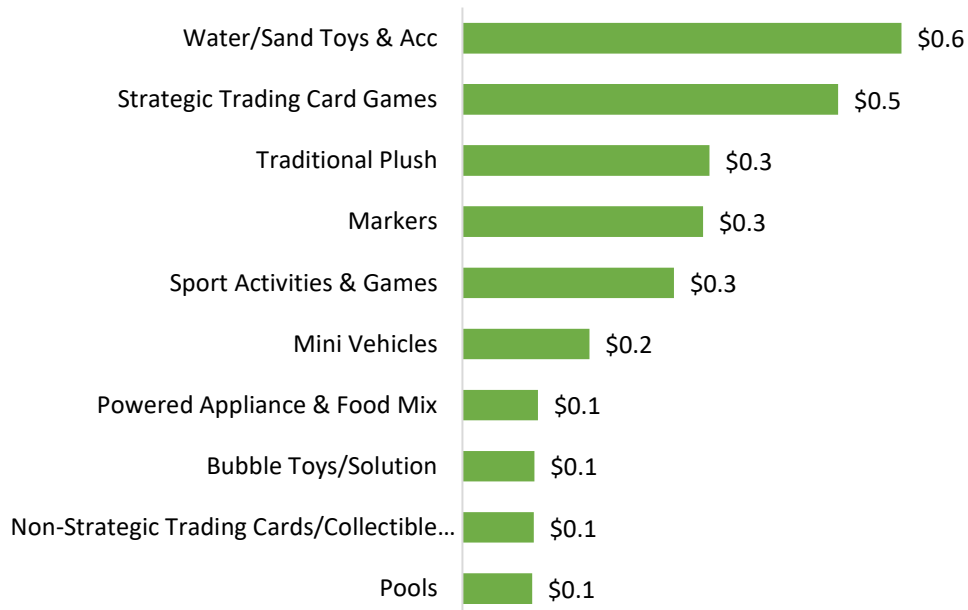
% Value Change YTD



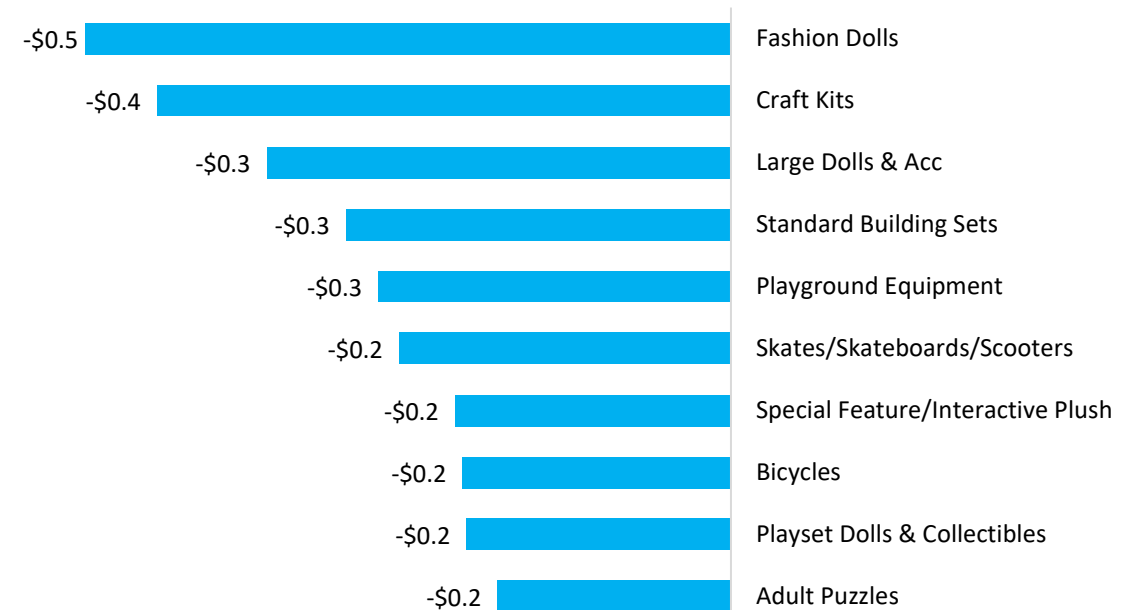
Subclass Trends

Outdoor & Sports Toys dominated for this month which added +\$523K more vs. 2022, this was contributed from Water/Sand Toys & Acc with +23% increase driven by Bunch O Balloons and Wahu. Strategic Trading Card Games had a +31% increase driven from Pokémon. Traditional Plush had a +10% increase from Squishmallows, TY and Gabby's Dollhouse, meanwhile Special Feature/Interactive Plush started off 2023 with a drop of -18% from Pets Alive and Magic Mixies. Fashion dolls dropped -22% (-\$469K) due to L.O.L Surprise!, Barbie and Disney Encanto.

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



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



Property Trends

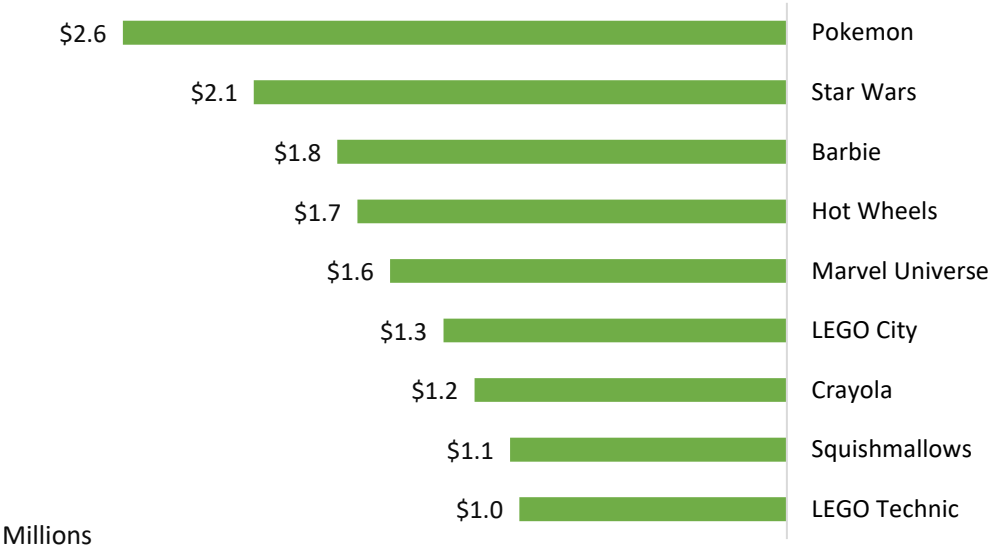
Top 5 new properties Jan'23 vs. Jan'22

- #1 – Avatar The Movie (Incl. LEGO Avatar)
- #2 – Sanrio Characters
- #3 – Recyclings
- #4 – Mermaze Mermaidz
- #5 – Pixobitz

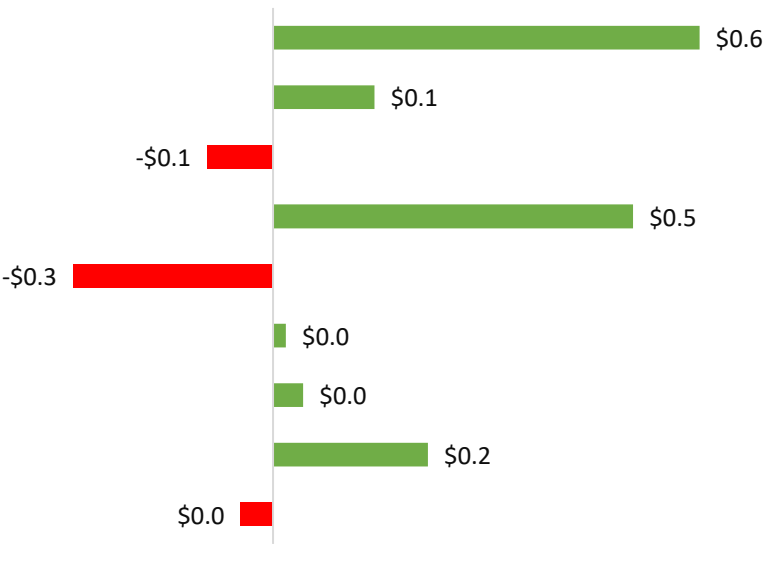
Top 5 dollar gaining properties Jan'23 vs. Jan'22

- #1 – Pokémon
- #2 – Hot Wheels
- #3 – Jurassic Park/World
- #4 – Avatar The Movie
- #5 – LEGO Speed Champions

Top 10 Properties YTD



\$ Value Change vs YAG



For more information

Contact The NPD Group at 866-444-1411 or email contactnpd@npd.com, or your account representative below.

Amelia Eng

Senior Account Manager

Amelia.Eng@npd.com

+61 418 500 547

Jim Thach

Account Manager

Jim.Thach@npd.com

+61 428 001 154

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