

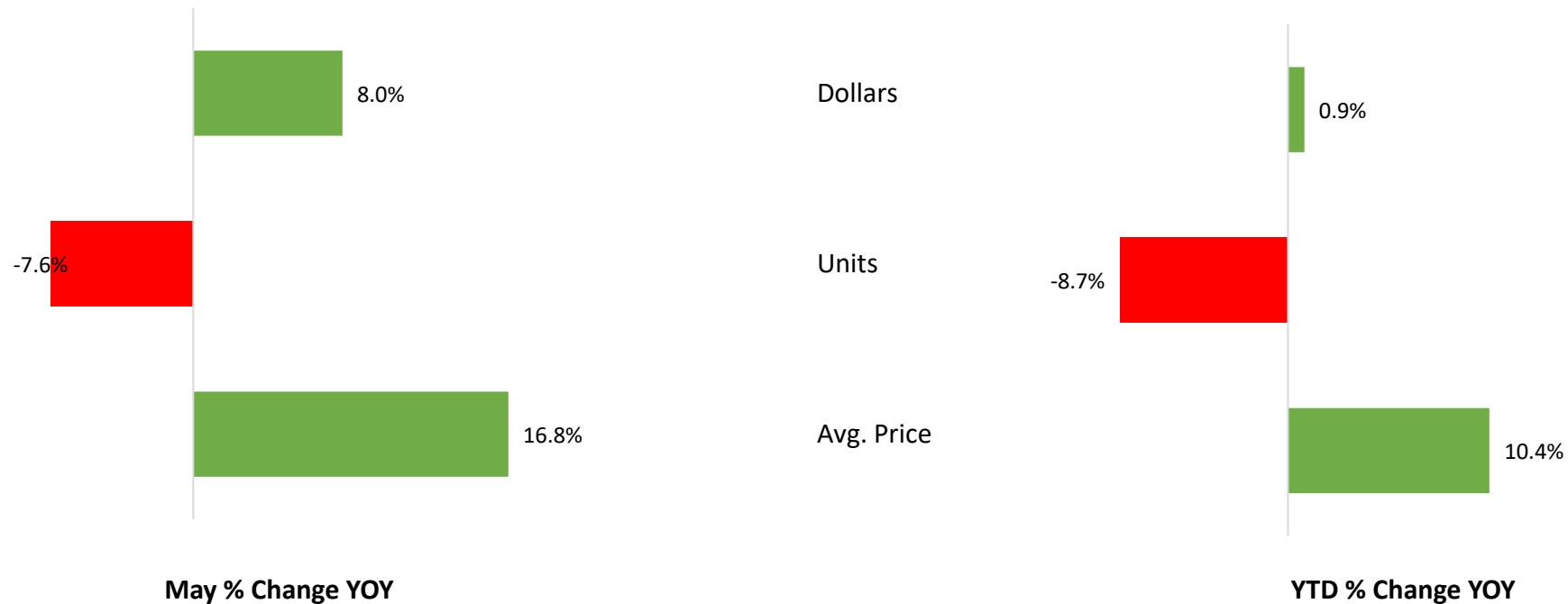
May 2022

# ATA Report

Australia Toy Association

# Industry Trends

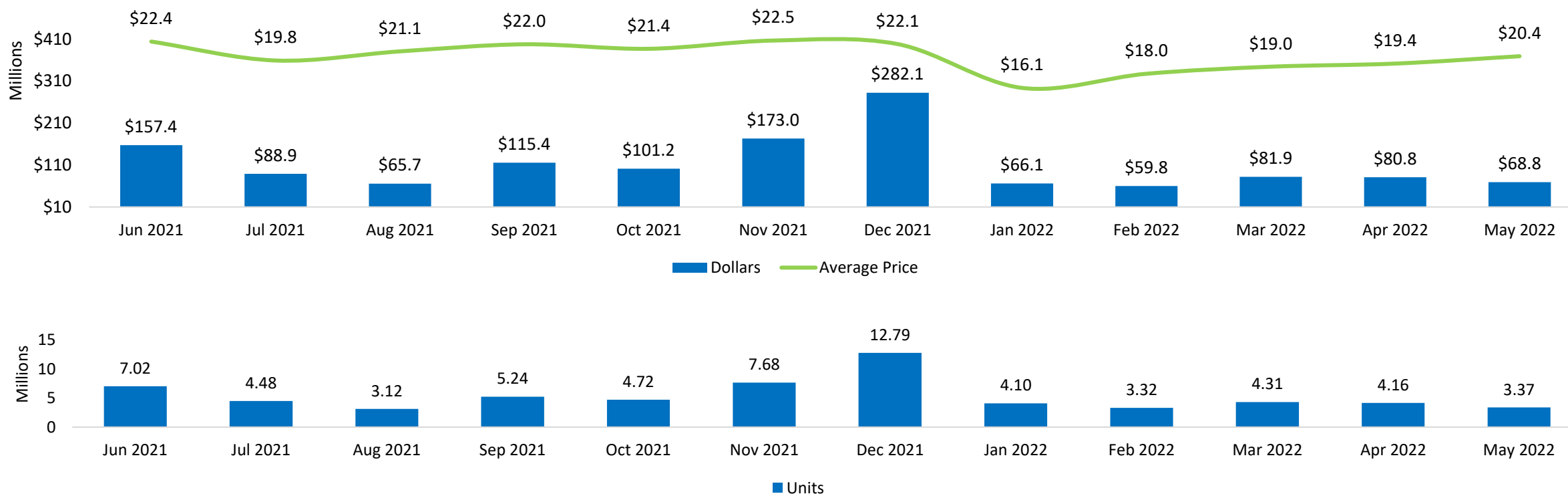
May was a positive month as toys grew +8% in dollar sales. Average price had been increasing each month in 2022 but this May had the highest increase so far +17%. 7 supercategories grew in the latest month, but Building Sets and Plush accounted for 74% of the gains. YTD results had modest growth +1%, impacted by the decline from first 3 months of the year. Australia is slightly behind global results for the latest YTD (Global\* YTD May22: +2%)



# Monthly Trend

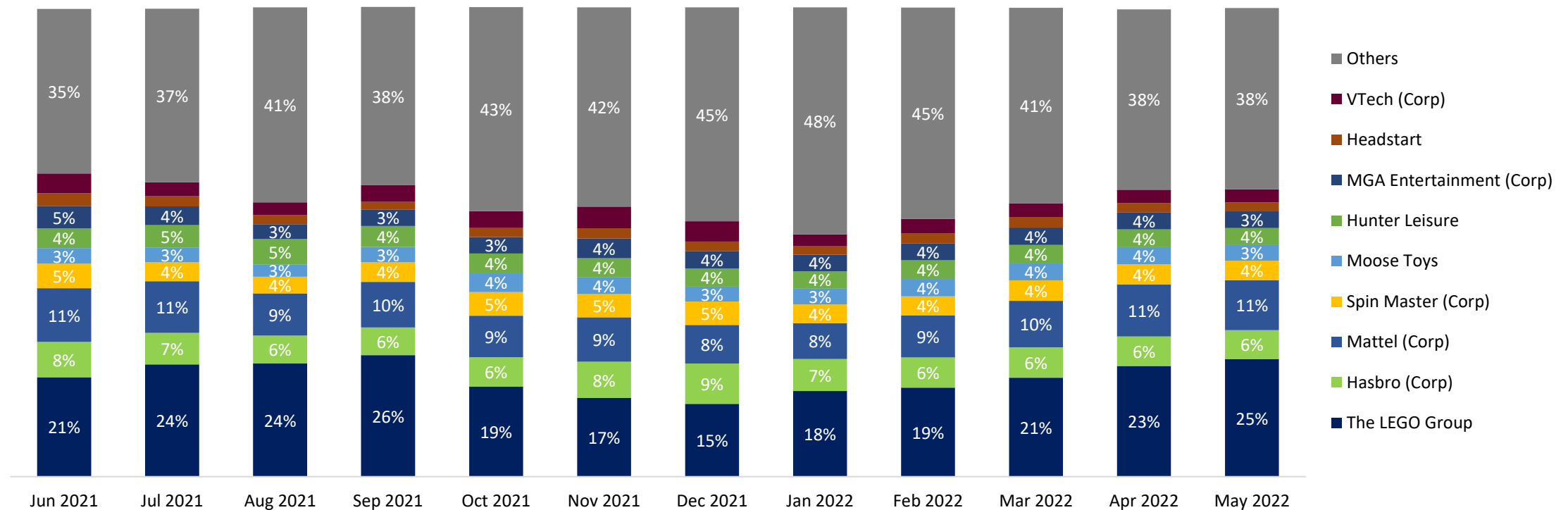
Building Sets was the largest dollar adding supercategory followed by Plush, Action Figs, Infant Toddler Preschool, Outdoor & Sports, Explorative & Other Toys and Dolls. Growth in average price was boosted by both unlicensed and licensed toys – but licensed toys was the main driver (Star Wars, Harry Potter, Jurassic World). Unit sales continued to decline as consumers are trading up higher priced toys

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



# Corporate Manufacturers Trends

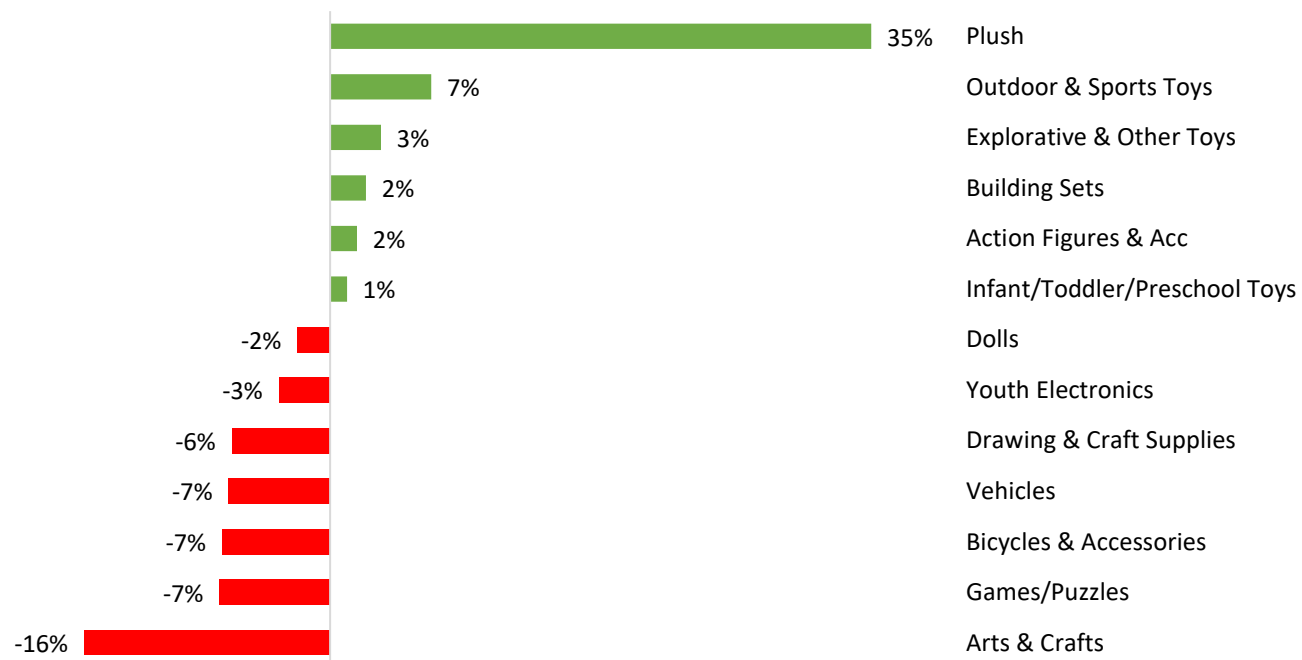
LEGO remained as the leading manufacturer in May gaining 3 points vs. same month last year, their second month of share gain this year. YTD wise, Banter Toys had gained the most share out of all distributors, driven by Plush (Squishmallows). In May, Star Wars was the leading property, followed by Barbie and Pokémon. LEGO Creator Expert had the largest gains dollar gains for the month (+\$1.5M) followed by Jurassic World (+\$1.4M) and Squishmallows.



# Category Trends

For the latest YTD, 6 supercategories grew. Plush had the largest growth where Traditional plush (driven by Squishmallows) and Interactive plush (driven by Magic Mixies) grew over 30% respectively. Growth from Outdoor & Sports Toys was across a number of segments: Water & Sand Toys, Playground Equipment, Ride-ons. Within Explorative & Other Toys, growth came from Miscellaneous Toys, Scientific Toys and Non-collectible trading cards and stickers. Growth from Building Sets and Action Figures were boosted by licensed toys thanks to a strong line up from movies

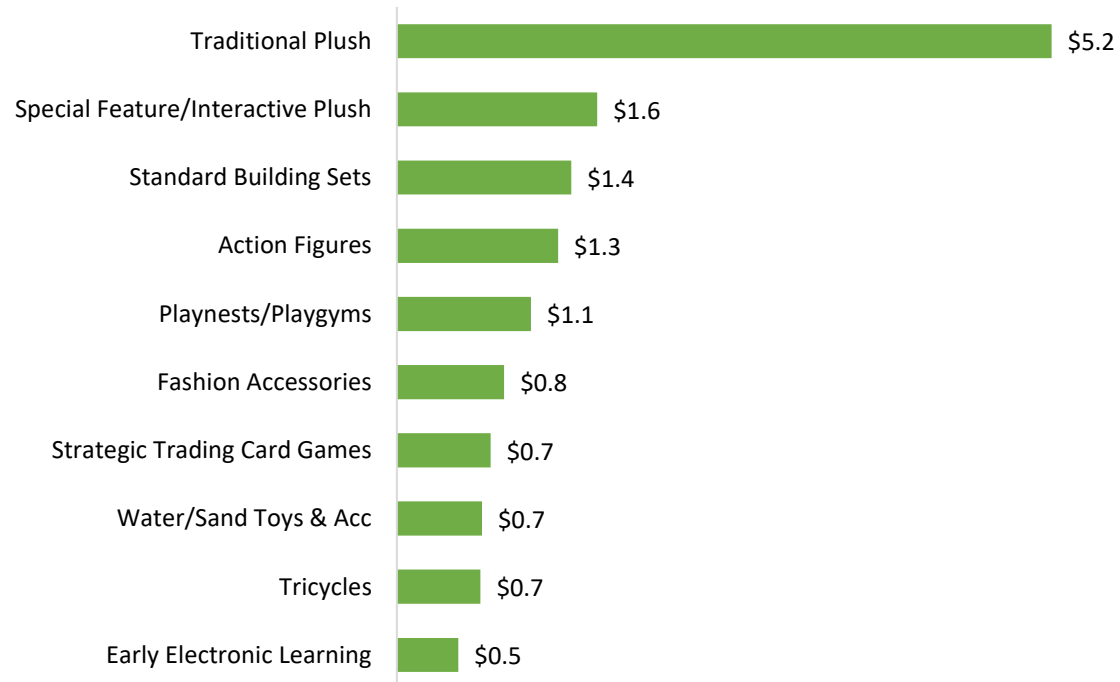
% Value Change YTD



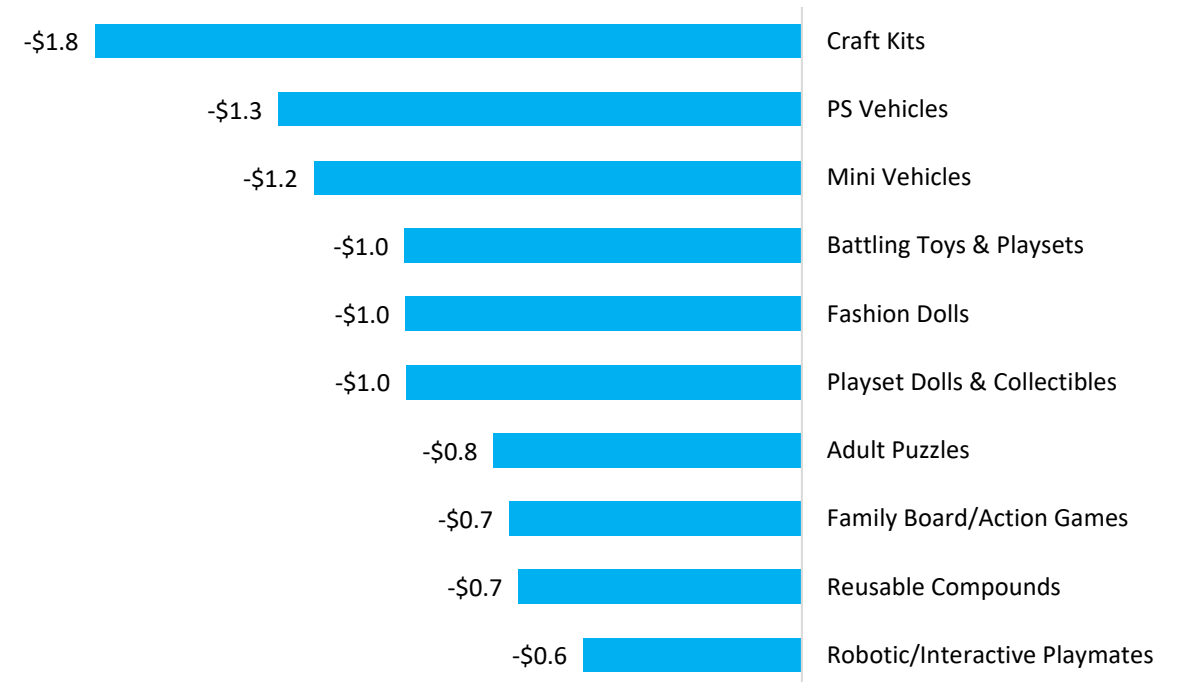
# Subclass Trends

Both segments from Plush were the top dollar contributors – Squishmallows (accounted for 15% of total plush) drove Traditional Plush whilst Magic Mixies (accounted for 7% of total plush) drove Interactive Plush. Within Action Figs, Jurassic World accounted for 9% of Action Figs and gained the most share +5 points, driven by newness. Spiderman was the second largest share gainer +3 points within Action Figs. On the flip side, Craft Kits decline was contributed by Loombands and LEGO DOTS.

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



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



# Property Trends

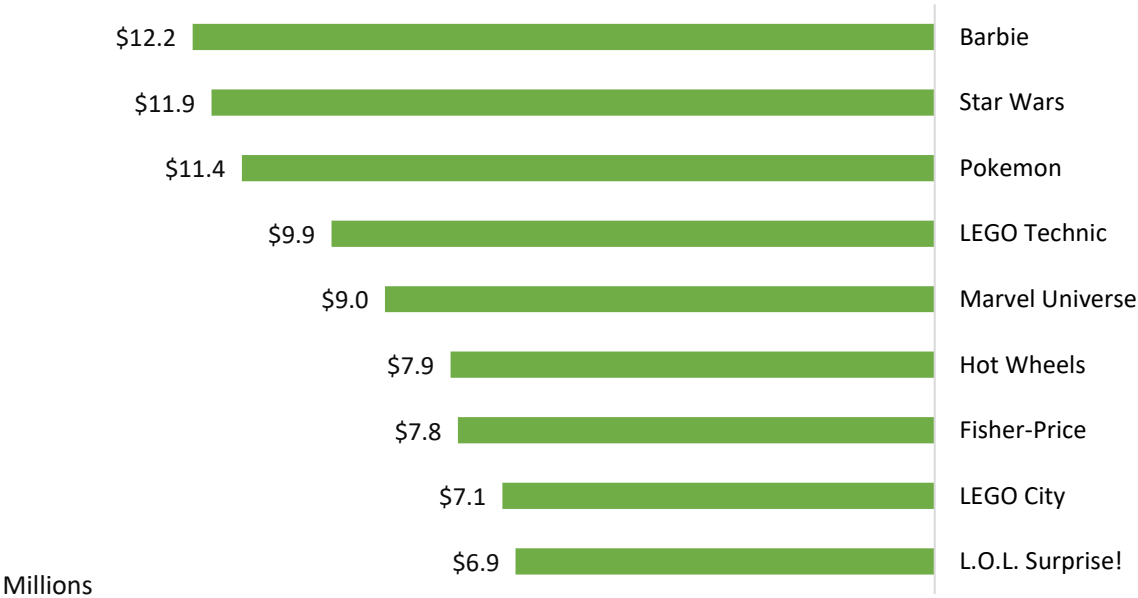
## Top 5 new properties May'22 vs. May'21

- #1– Magic Mixies
- #2 – Gabby’s Dollhouse
- #3 – LEGO Toy Story
- #4 – Akedo
- #5 – Purse Pets

## Top 5 dollar gaining properties May'22 vs. May'21

- #1 – LEGO Creator Expert
- #2 – Jurassic Park/World
- #3 – Squishmallows
- #4 – Marvel Universe
- #5 – LEGO Jurassic Park/World

## Top 10 Properties YTD



## \$ Value Change vs YAG



## For more information

Contact The NPD Group at 866-444-1411 or email [contactnpd@npd.com](mailto:contactnpd@npd.com), or your account representative below.

### **Amelia Eng**

Senior Account Manager

[Amelia.Eng@npd.com](mailto:Amelia.Eng@npd.com)

+61 418 500 547

---

### [About The NPD Group, Inc.](#)

The NPD Group provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry.

*For more information visit us at [www.npd.com](http://www.npd.com)*

*Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup)*