

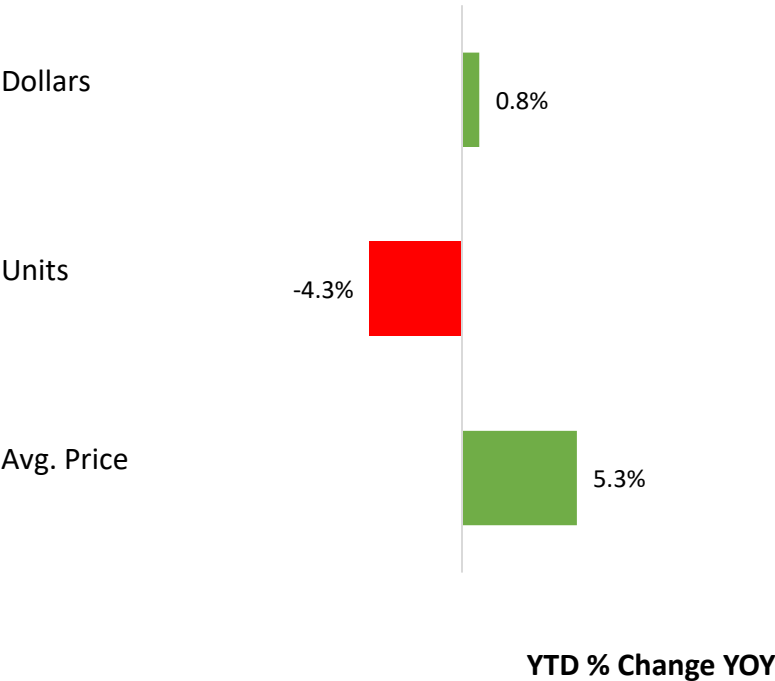
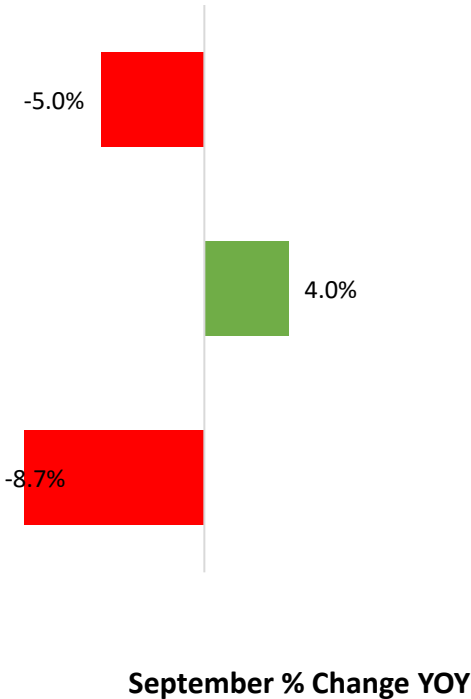
Sep 2022

# ATA Report

Australia Toy Association

# Industry Trends

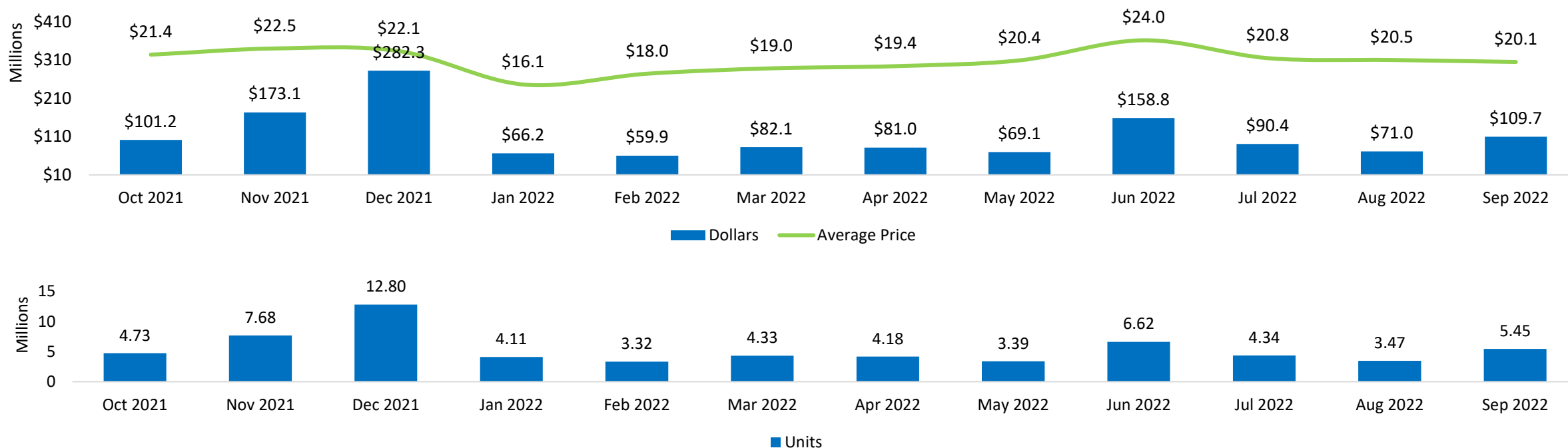
September experienced a -5% drop in total dollars vs. 2021. Compared to pre-COVID (2019), September 2022 grew +24% in dollars. Average price dropped -9% in the latest month (\$20.12). 4 supercategories were in growth for the month vs. 2021 – Action Figures & Acc, Infant/Toddler/Preschool Toys, Plush and Vehicles. Plush had the largest dollar gain of \$2.8M, accounted for +63% of gain. For YTD, dollars sales slightly grew by 1% driven by mainly Plush (+\$18.3M) meanwhile, global results grew +2%.



# Monthly Trend

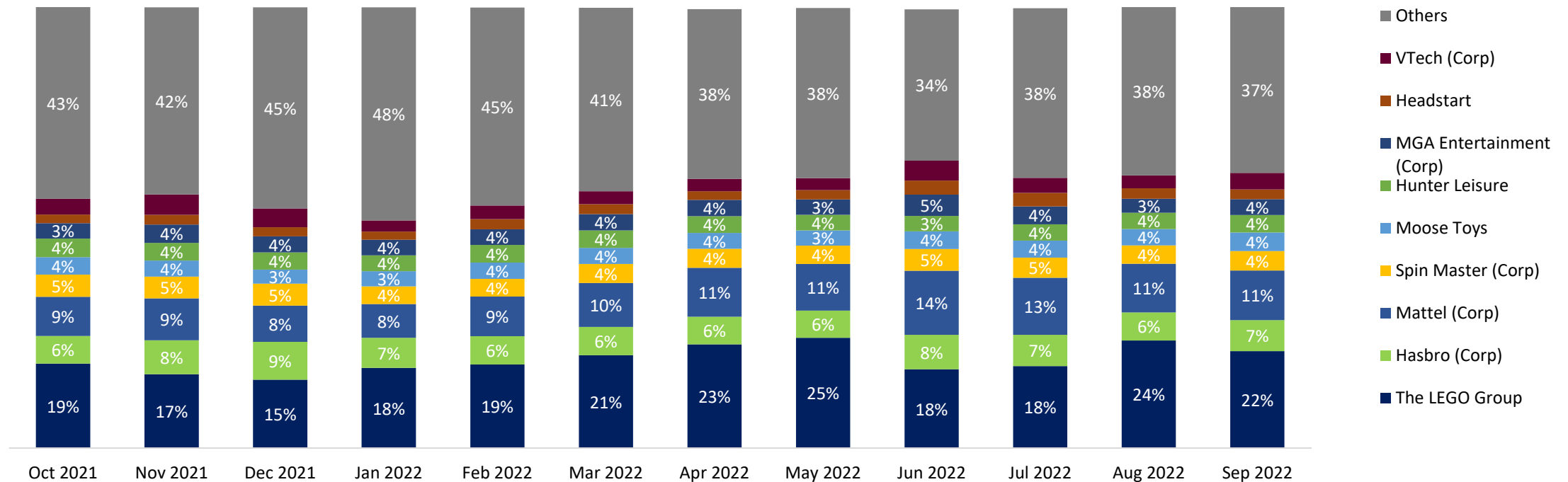
Building Sets was the largest dollar supercategory followed by Infant/Toddler/Preschool, Dolls, Outdoor & Sports, Vehicles, Games/Puzzles, Plush and Action Figures. Plush had the largest month increase by +63% vs. 2021, followed by Action Figs +20%, Vehicles +11% and Infant/Toddler/Preschool +2%. Bicycles & Acc had the largest percentage decrease -49%, however the largest dollar drop came from Building Sets (-\$5.5M). September 2021 average price was \$22.03 and now slightly dropped down to \$20.12 driven from both unlicensed & licensed toys.

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



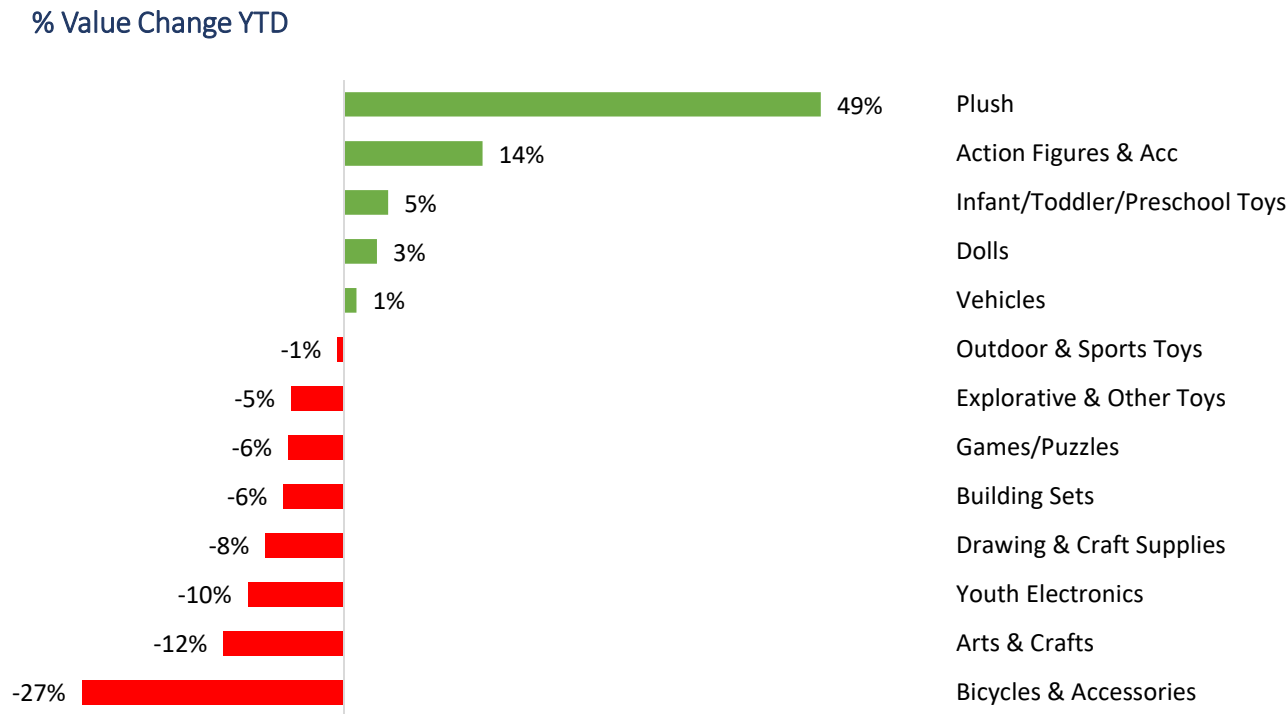
# Corporate Manufacturers Trends

LEGO is the leading dollar manufacturer in September but had the largest dollar decline of -18% and dropped share vs. 2021 by -4%. Banter Toys in September had the most dollar gain +61% (+\$1.7M) and gained +1% share vs. 2021 driven by Pokémon and Squishmallows. Barbie was the leading property, followed by Star Wars and Pokémon for September. In YTD, Jurassic World had the largest dollar gain of (+\$12.9M) followed by Squishmallows (+\$5.7M) and Pokémon (\$5.2M). Mattel had the most dollar gain of (\$10.6M) driven by Jurassic Park/World.



# Category Trends

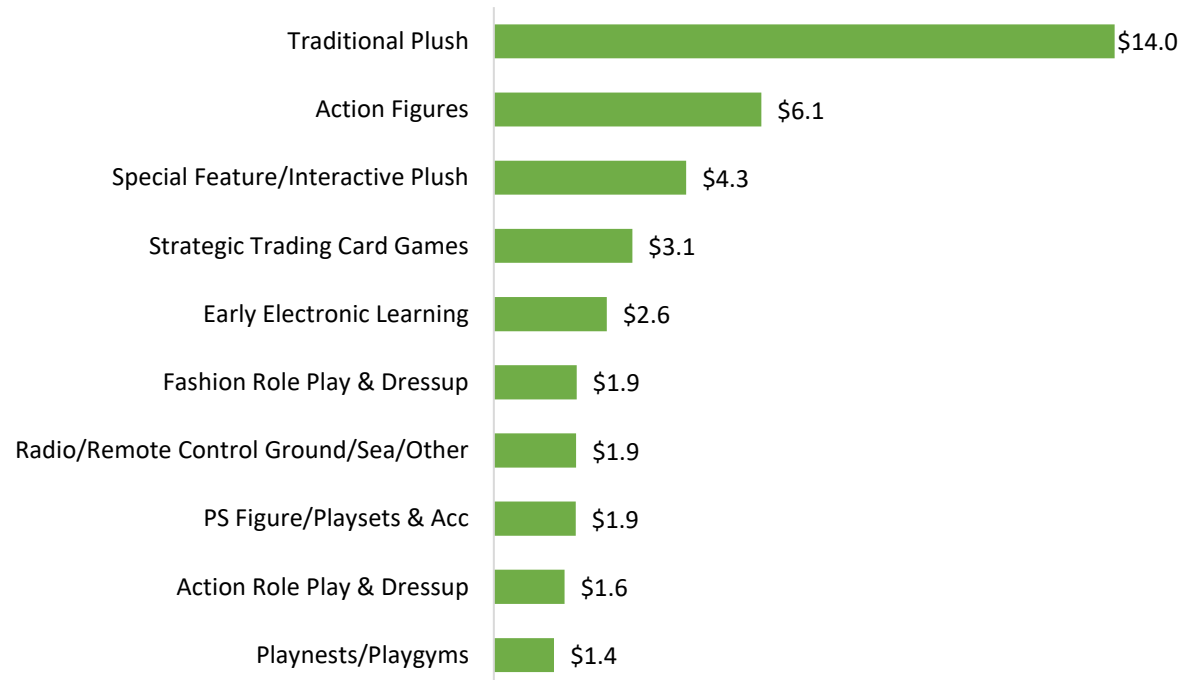
For the latest YTD, 5 supercategories grew, Plush had the largest growth where Traditional Plush grew 51% mainly driven by Squishmallows and Interactive Plush grew 43% driven by Magic Mixies. Action Figures grew 14% from several properties: Jurassic Park/World, Toy Story/Light Year and Marvel Universe. There was growth for Infant/Toddler/Preschool Toys driven by Cocomelon and Gabby’s Dollhouse. Building Sets continue to decline -6% driven by Harry Potter.



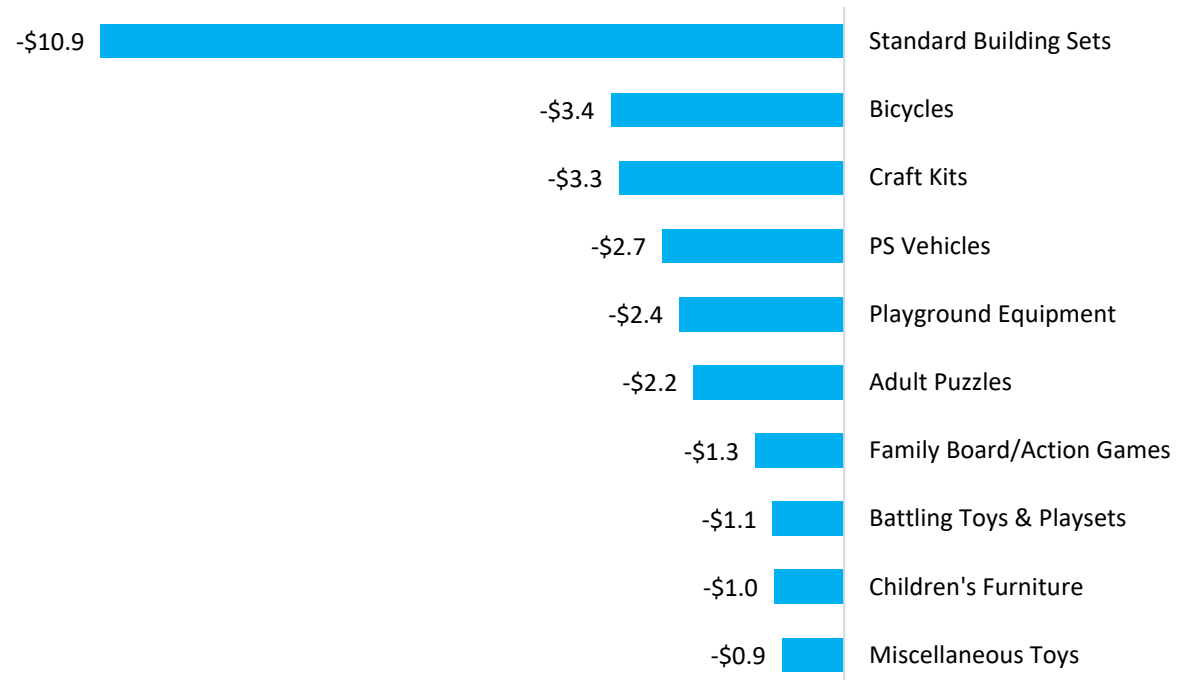
# Subclass Trends

Plush had similar trends to last month where traditional plush is the top dollar contributor driven by Squishmallows, and Interactive Plush driven by Magic Mixies. For Action Figures, Jurassic World continues to be the largest property contributor followed by Toy Story/Light Year for this month gains. On the declining side YTD, standard Building Sets continue to experience strong decline of -\$10.9M, further driven by weak sales of Harry Potter.

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



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



# Property Trends

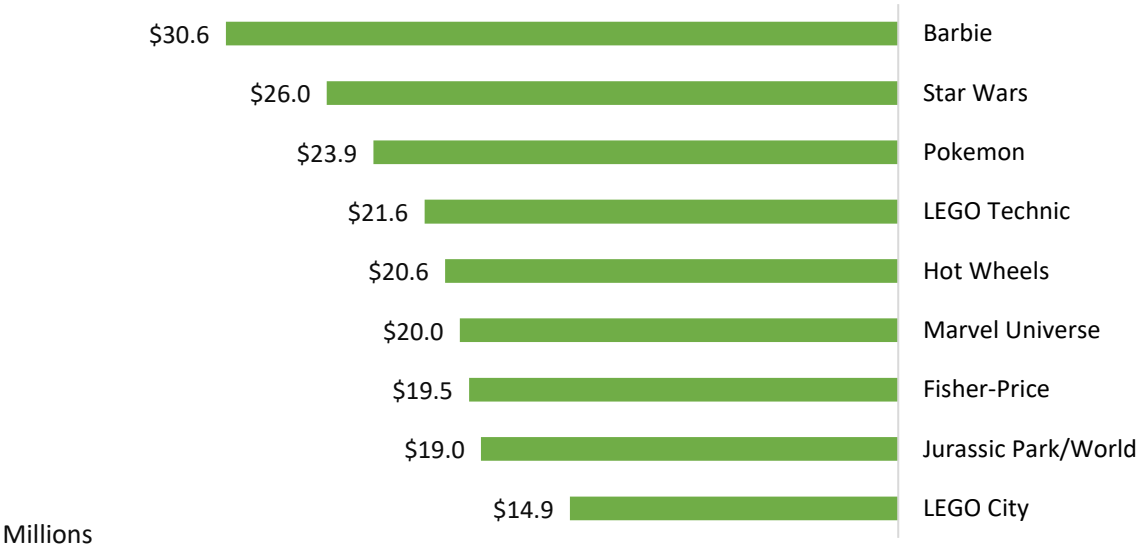
## Top 5 new properties Sep'22 vs. Sep'21

- #1– Magic Mixies
- #2 – Gabby’s Dollhouse
- #3 – Disney Encanto
- #4 – Tony Hawk
- #5 – LEGO Toy Story

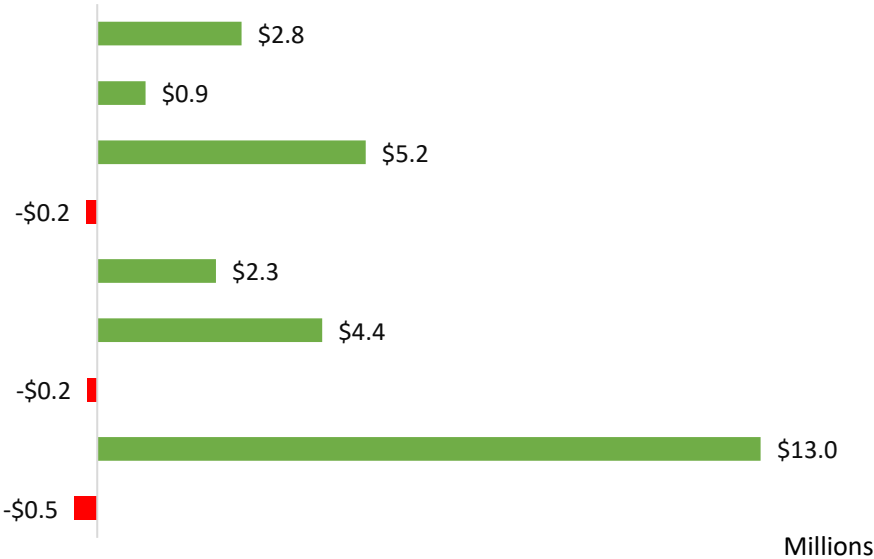
## Top 5 dollar gaining properties Sep'22 vs. Sep'21

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

Top 10 Properties YTD



\$ Value Change vs YAG



## For more information

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