

# ATA Report

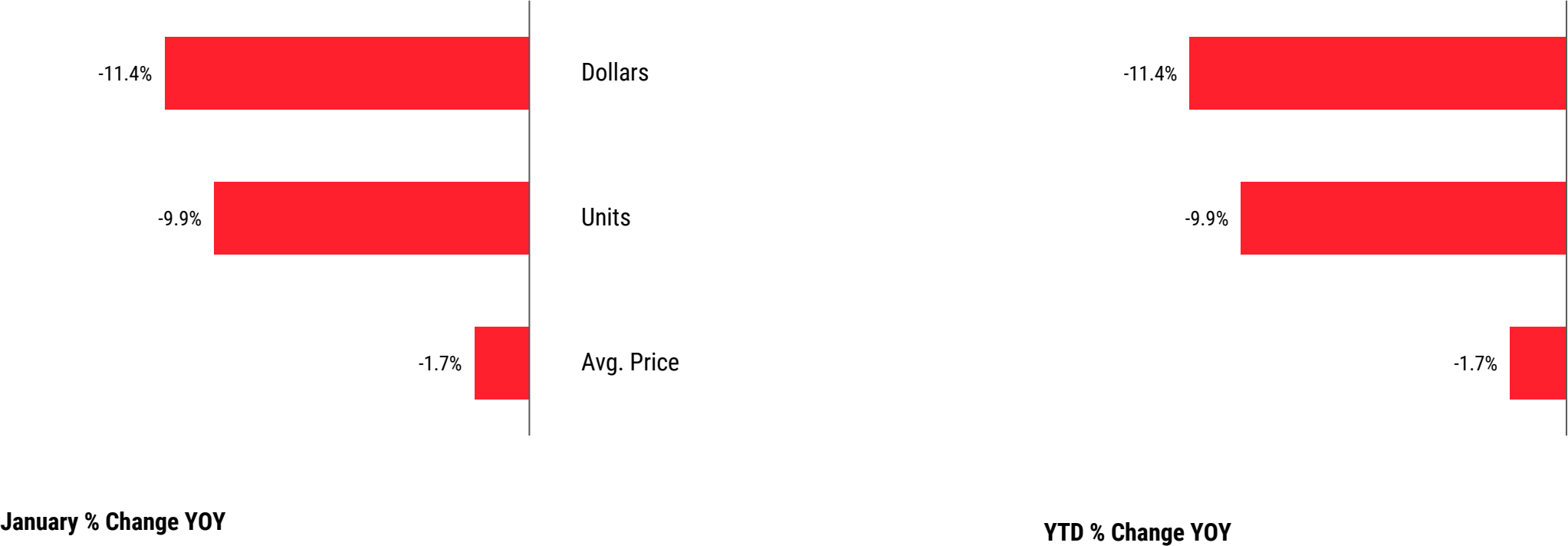
Jan 2024

Australia Toy Association



# Industry Trends

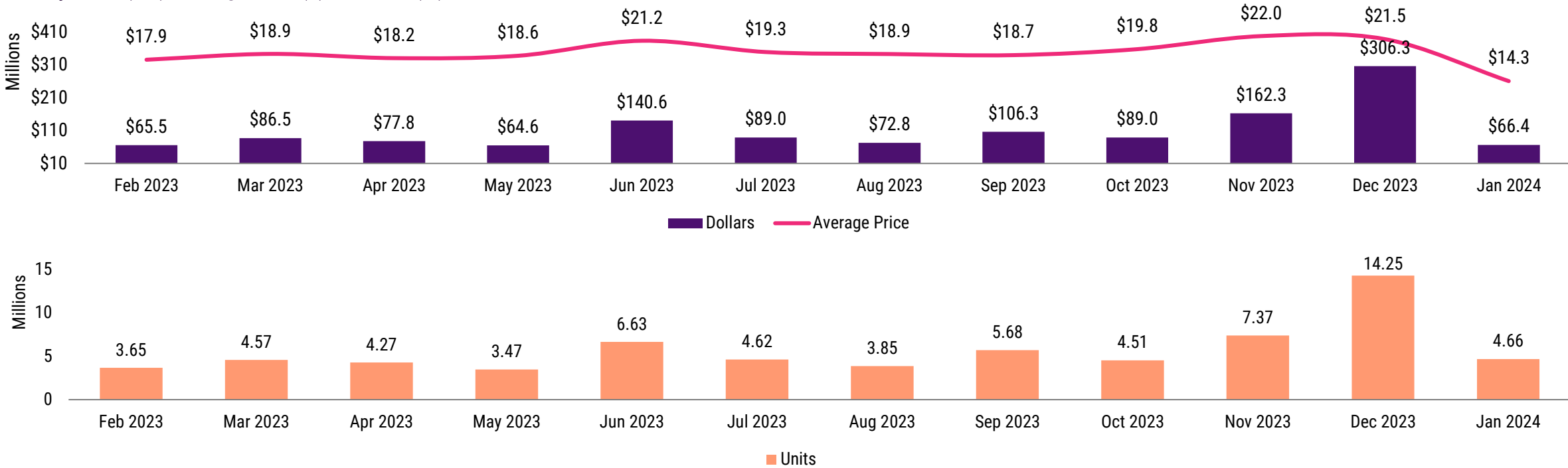
January 2024 experienced a decline by -11% vs. 2022 (global declined by -5%), units -10% and average price -2%. 3/13 categories grew this month, Building Sets which was the most dollar made category grew +5%, Youth Electronics grew (+14%) and Explorative & Other Toys grew (+4%). However, the top 3 declining categories are Outdoor & Sports Toys (-29%), Infant Toddler/Preschool Toys (-20%) and Dolls (-14%).



# Monthly Trend

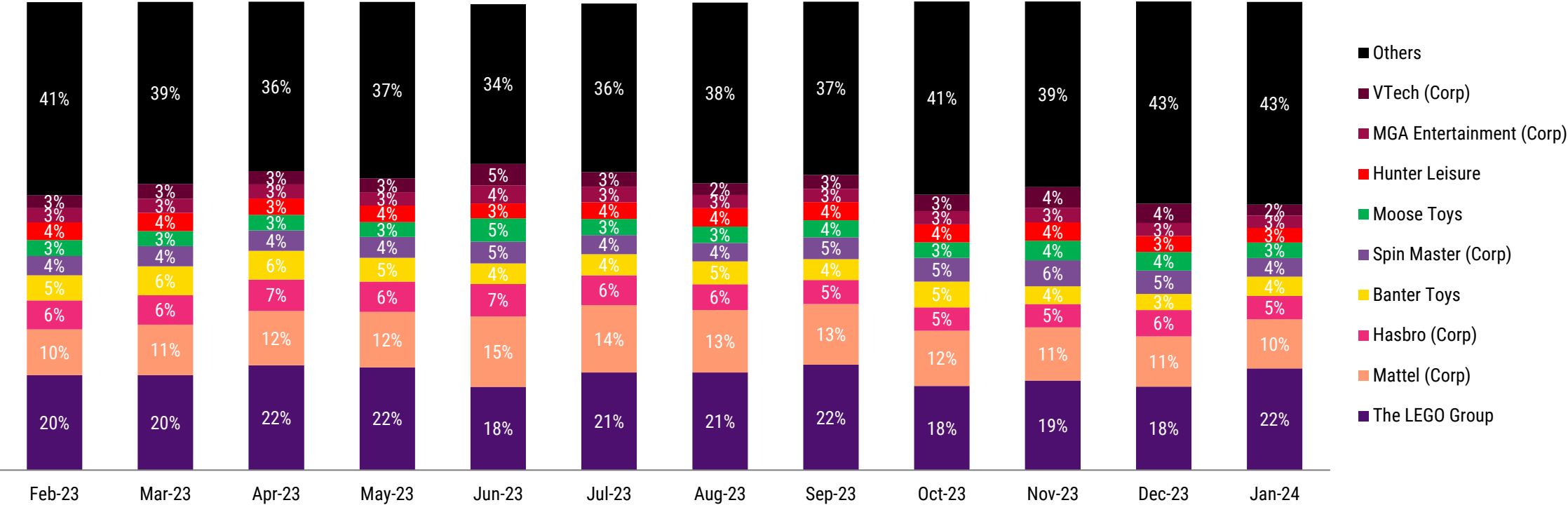
For January 2024, Building Sets (+5%) was the largest dollar made category, followed by Outdoor & Sports Toys (-29%), Infant/Toddler/Preschool Toys(-20%), Dolls(-14%), Games/Puzzles (-10%) and Drawing & Craft Supplies (-17%). Average Price was \$14.50 and declined -2% to \$14.25 driven from licensed toys.

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



# Corporate Manufacturers Trends

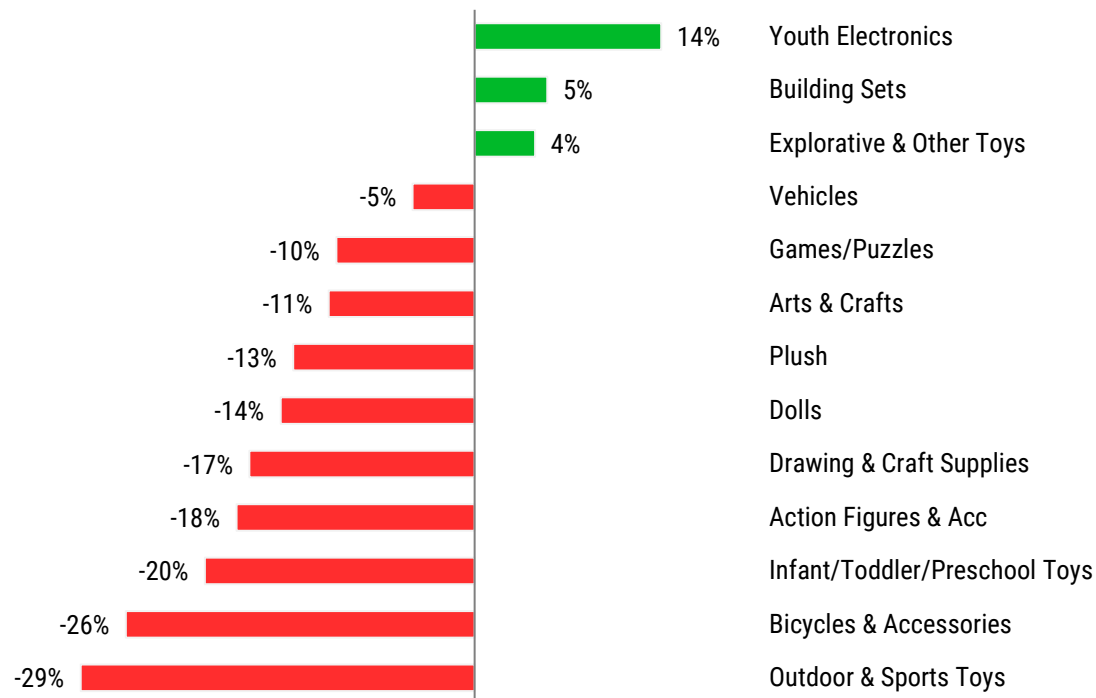
LEGO was the top dollar made manufacturer in January 2024 and gained 4 share points vs. YGO. Mattel was the largest dollar growth and gained 2 share point vs. YGO, followed by LEGO and Zuru. The top 3 dollar made properties for this month was Pokémon, Hot Wheels and LEGO Icons. The largest dollar gaining properties were LEGO Icons, Ninja Turtles (TMNT) and Sonic The Hedgehog.



# Category Trends

For January 2024, 3 categories grew which were Building Sets (+5%) driven from LEGO Icons and LEGO DREAMZzz followed by Youth Electronics (+14%) driven from Robo Alive and Bitzee and Explorative Toys (+4%) driven from Miniverse. Meanwhile Outdoor & Sports Toys which was the most declined category was down by -29% from unbranded/unlicensed toys.

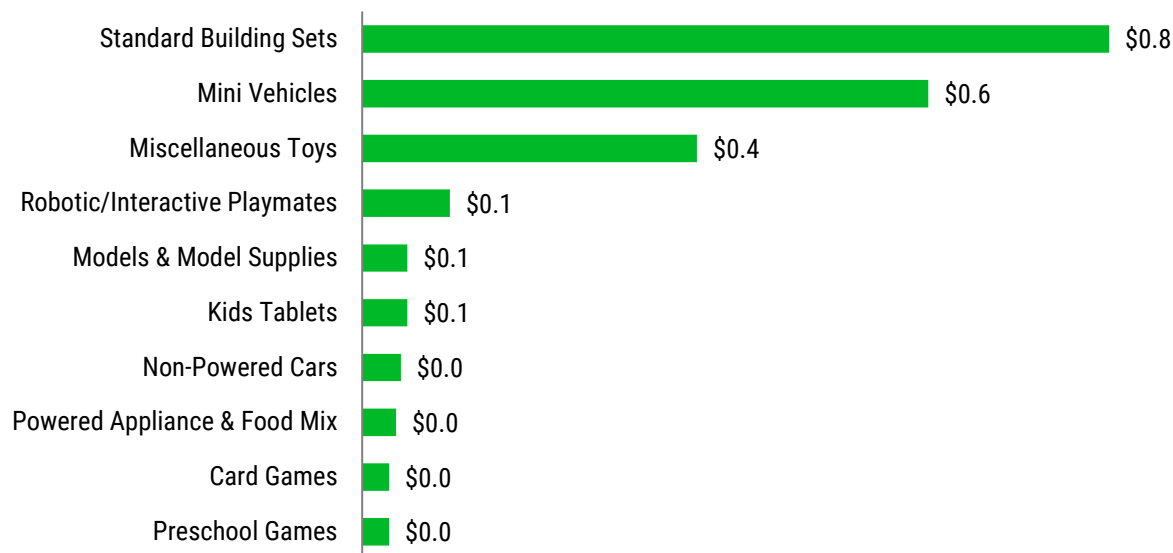
% Value Change YTD



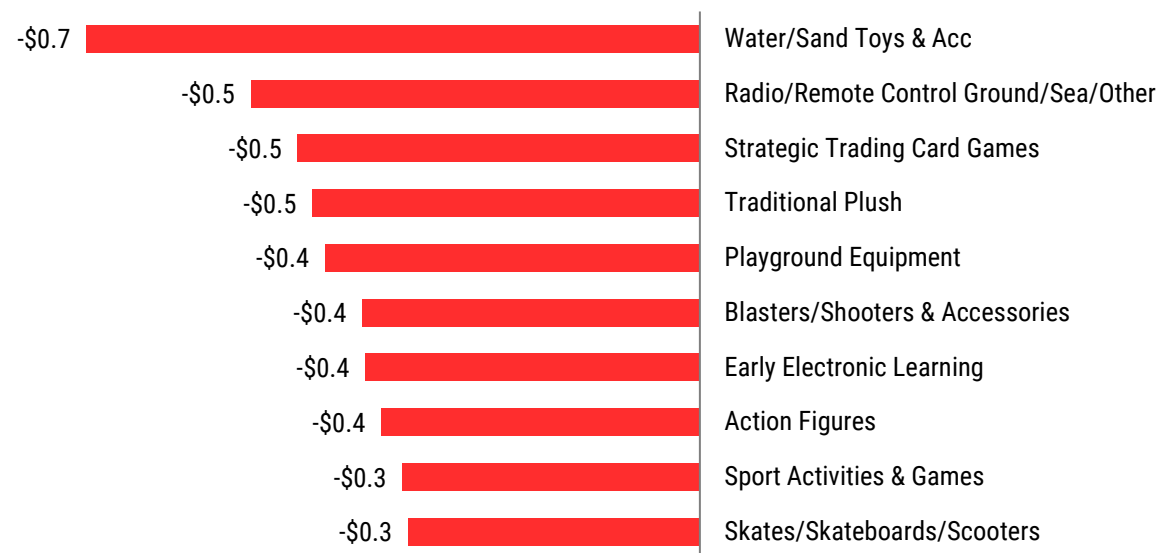
# Subclass Trends

The top 3 subclass gainers this month are Standard Building sets (+6%) driven from LEGO Icons, LEGO DREAMZzz and LEGO Seasonals, followed by Mini Vehicles (+46%) driven from Hot Wheels and Miscellaneous Toys driven from Miniverse. Water/Sand Toys & Acc was the most declining subclass (-11%) driven from unbranded/unlicensed.

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



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



# Property Trends

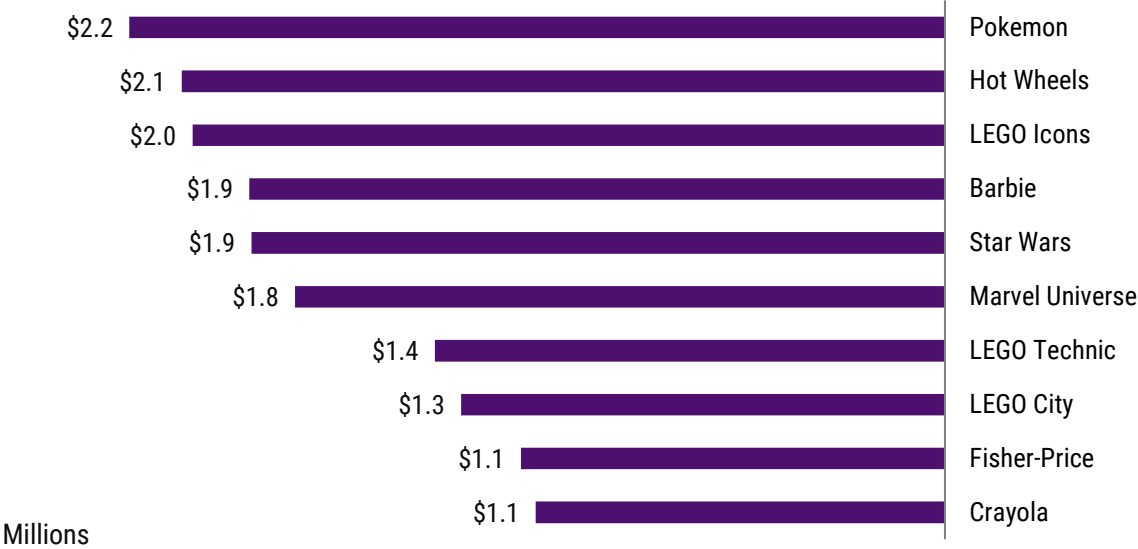
## Top 5 dollar made properties January '24

- #1 – Pokémon
- #2 – Hot Wheels
- #3 – LEGO Icons
- #4 – Barbie
- #5 – Star Wars

## Top 5 dollar gaining properties January '24 vs. January '23

- #1 – LEGO Icons
- #2 – Ninja Turtles (TMNT)
- #3 – Sonic The Hedgehog
- #4 – LEGO DreamZzz
- #5 – LEGO Seasonals

Top 10 Properties YTD



\$ Value Change vs YAG



## For more information

Contact Circana, Inc. and Circana Group, L.P. at 866-444-1411 or email [HelpDesk@circana.com](mailto:HelpDesk@circana.com), or your account representative below.

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