

ATA Report

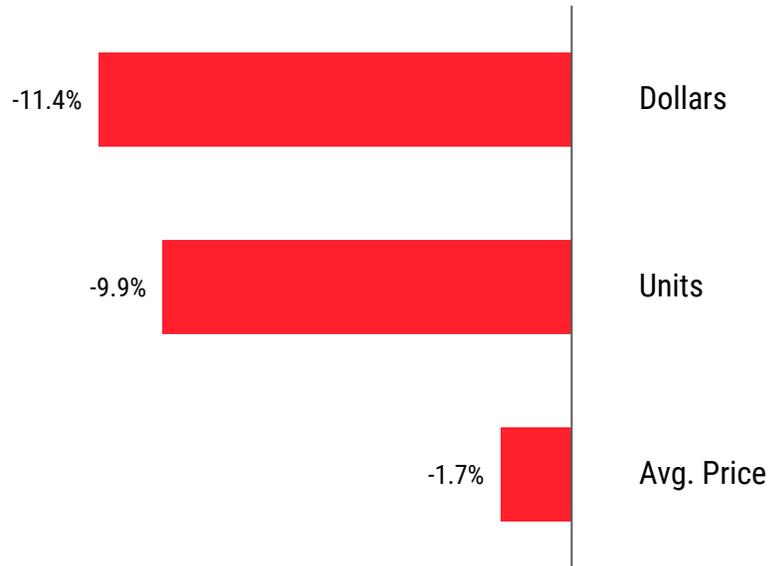
Jan 2024

Australia Toy Association

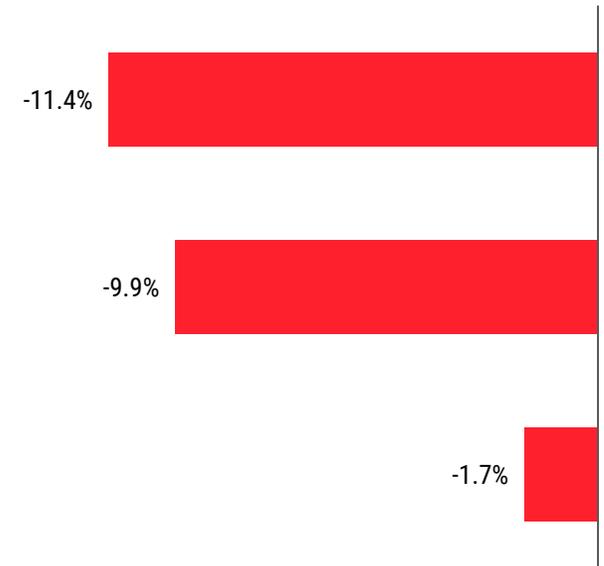


Industry Trends

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%).



January % Change YOY

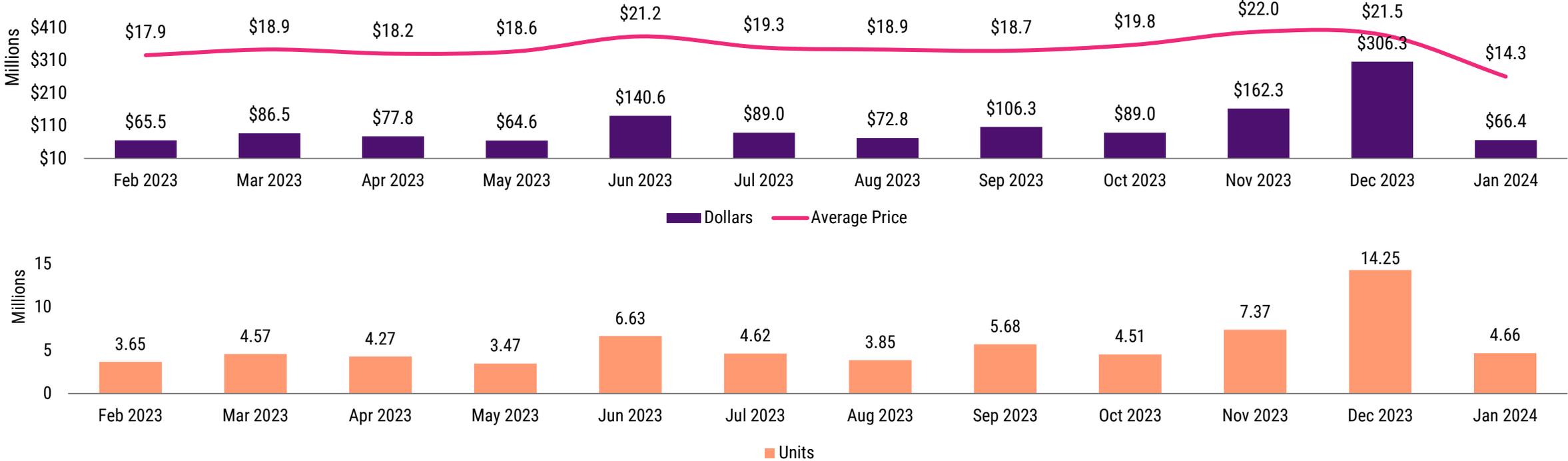


YTD % Change YOY

Monthly Trend

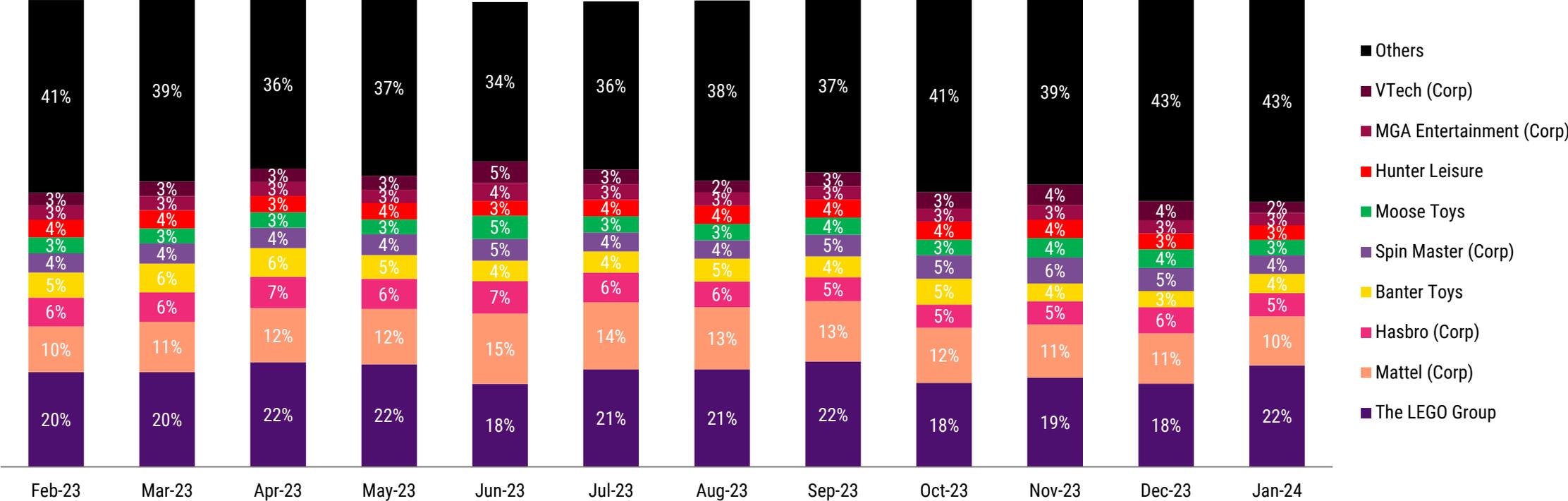
For January 2024, Building Sets (+5%) was the largest dollar made category, followed by Outdoor & Sports Toys (-29%), Infant/Toddler/Preschool Toys(-20%), Dolls(-14%), Games/Puzzles (-10%) and Drawing & Craft Supplies (-17%). Average Price was \$14.50 and declined -2% to \$14.25 driven from licensed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

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



Corporate Manufacturers Trends

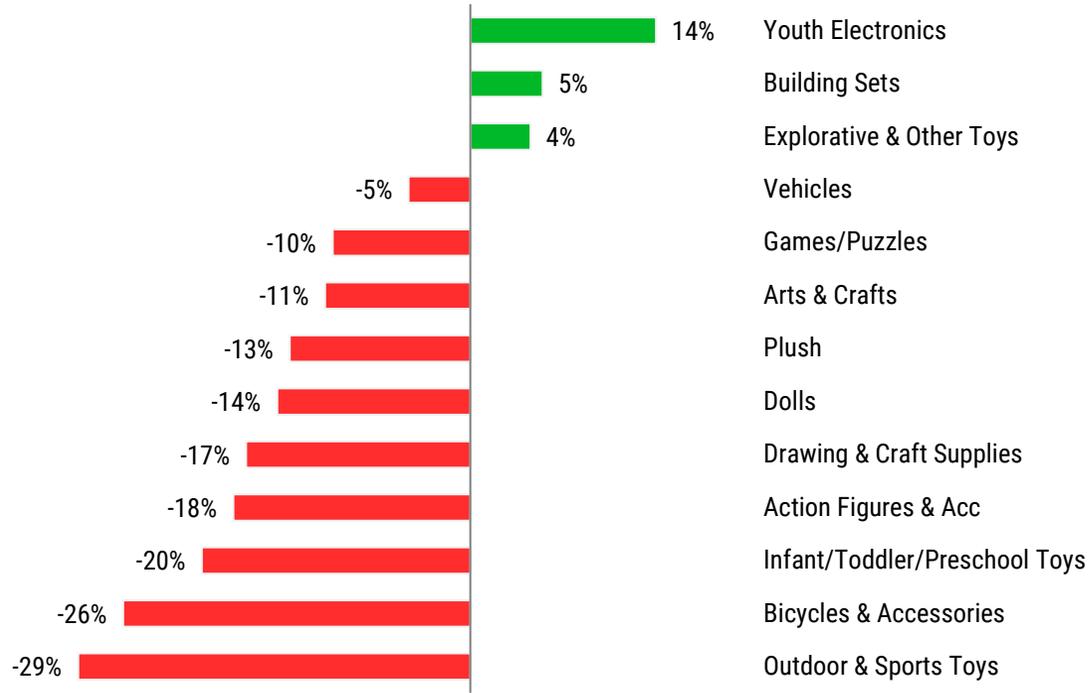
LEGO was the top dollar made manufacturer in January 2024 and gained 4 share points vs. YGO. Mattel was the largest dollar growth and gained 2 share point vs. YGO, followed by LEGO and Zuru. The top 3 dollar made properties for this month was Pokémon, Hot Wheels and LEGO Icons. The largest dollar gaining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

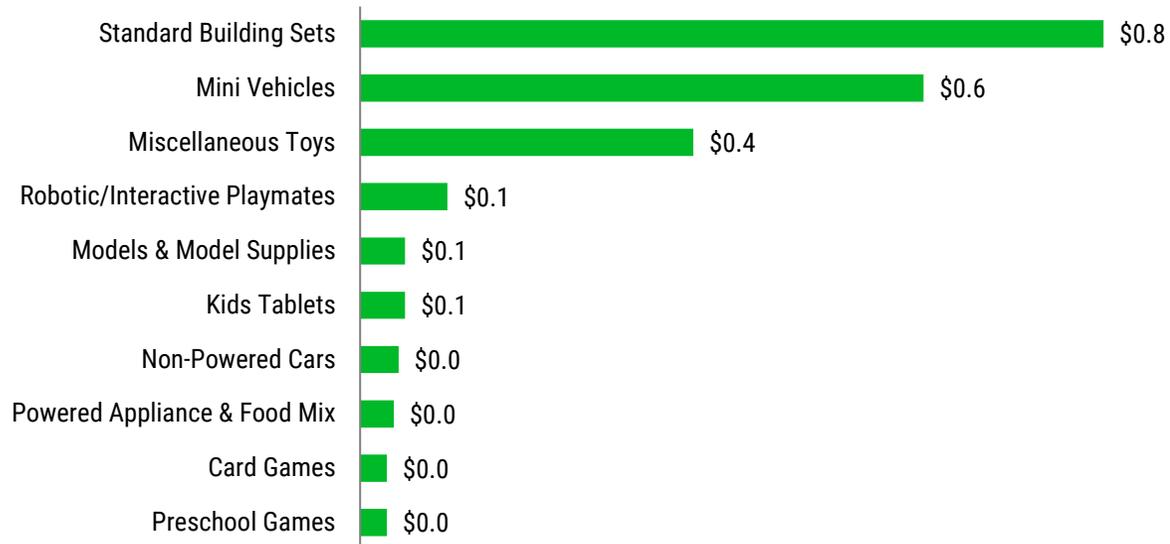
% Value Change YTD



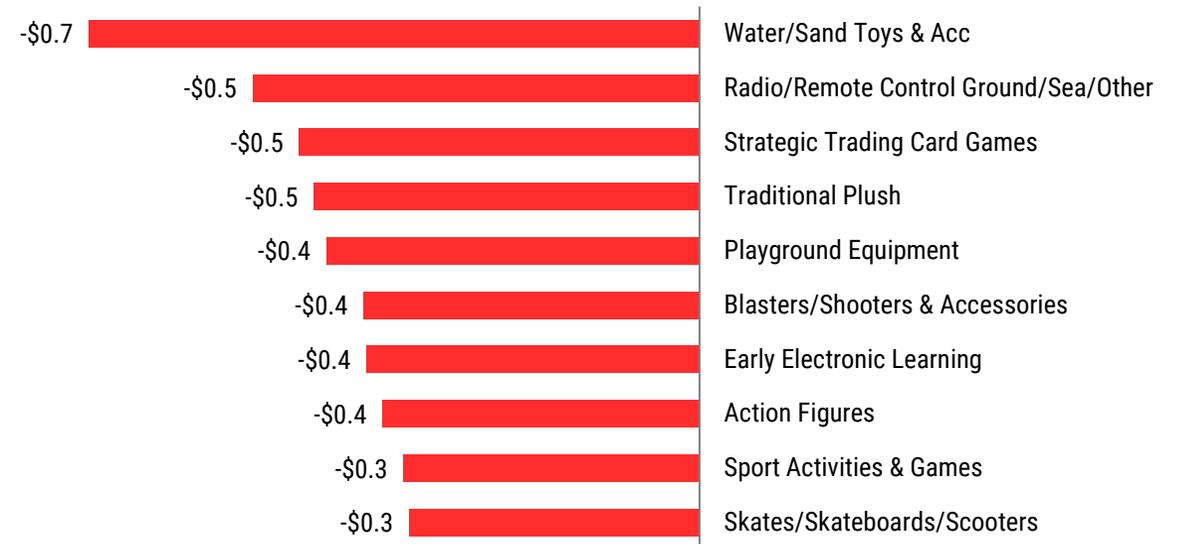
Subclass Trends

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

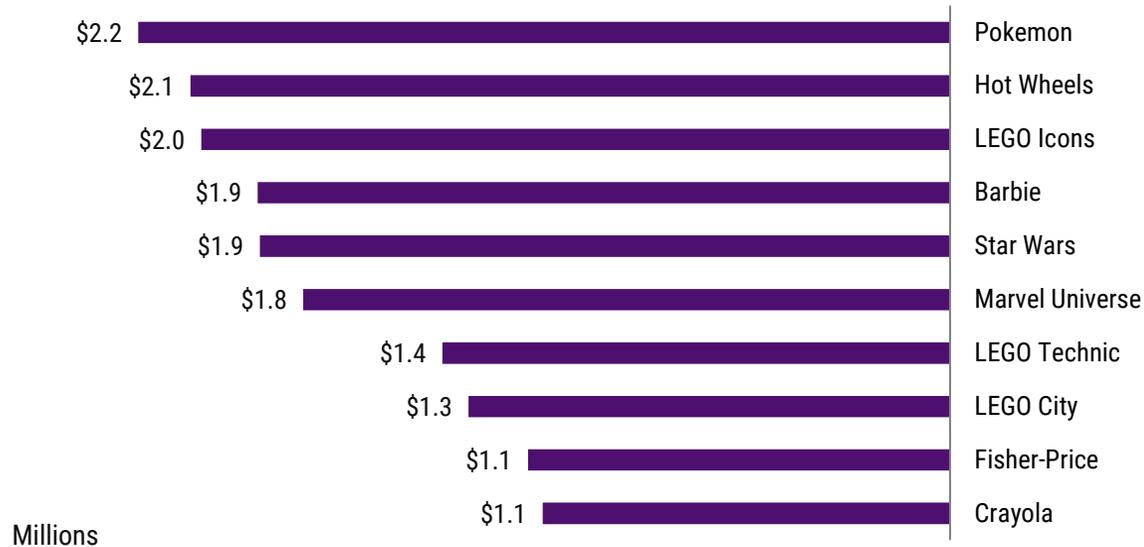
Top 5 dollar made properties January '24

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

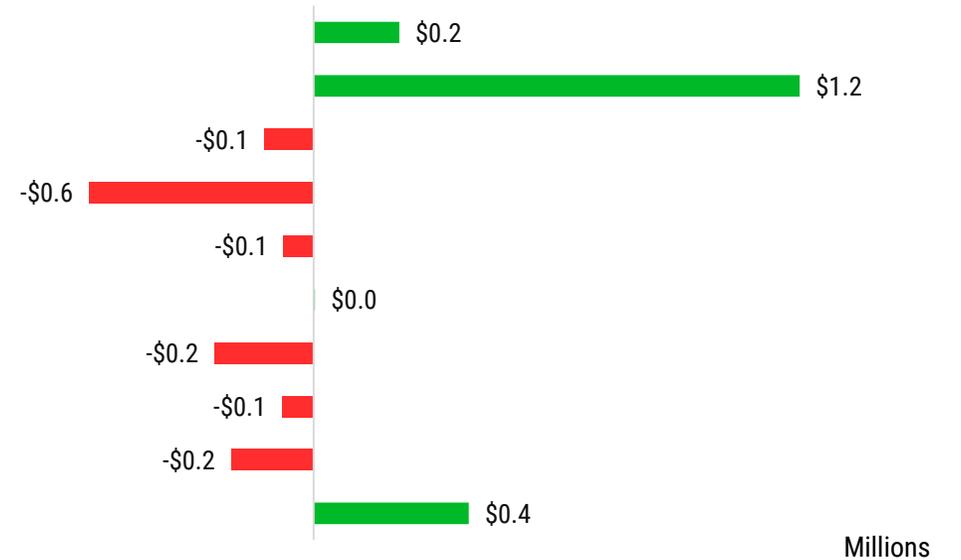
Top 5 dollar gaining properties January '24 vs. January '23

- #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

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