

ATA Report

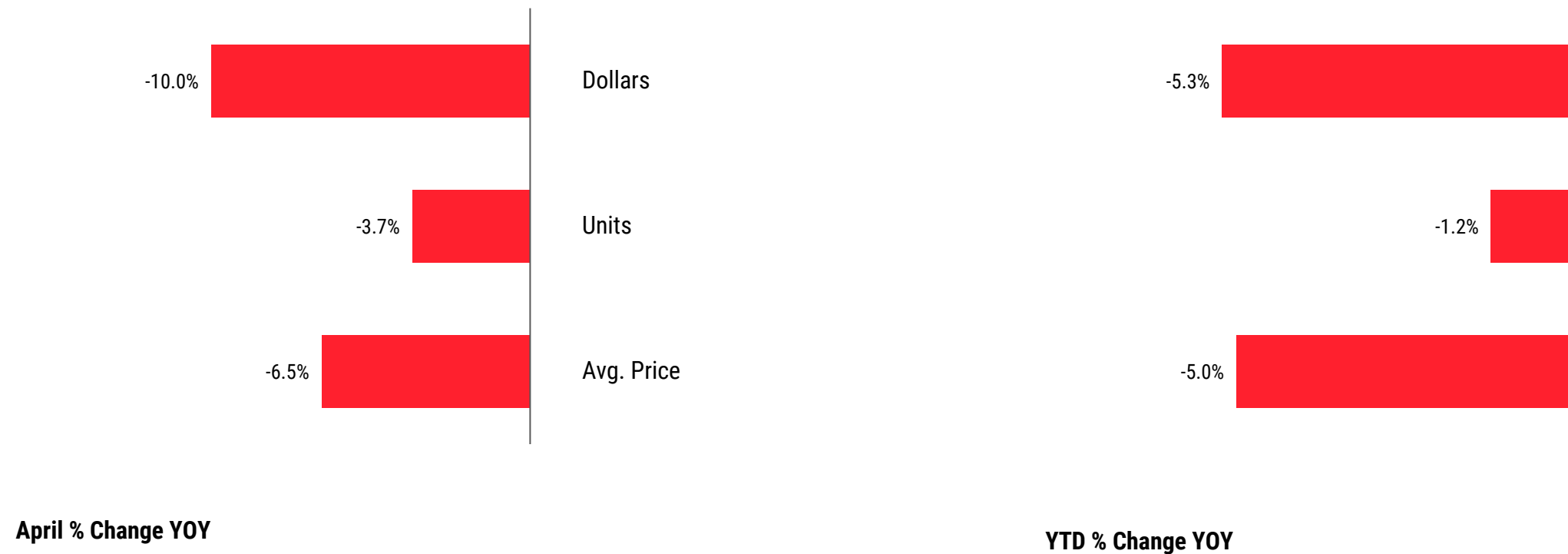
Apr 2024

Australia Toy Association



Industry Trends

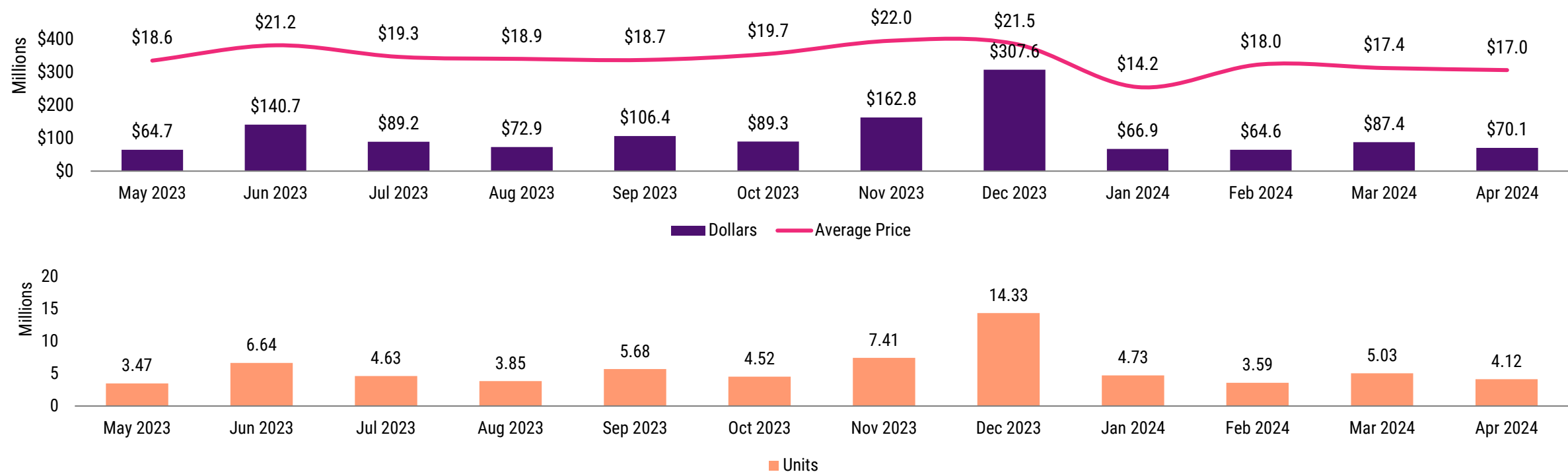
April 2024 experienced a decline -10% in dollars, Units declined -4% resulting a -7% drop for average price. 3 categories grew, Vehicles grew (+4%), followed by Youth Electronics (+12%), Explorative & Other Toys (+2%) while Building Sets was at flat. The top 3 declining categories were Infant/Toddler/Preschool Toys (-18%), Games/Puzzles (-23%) and Outdoor & Sports Toys (-26%). For YTD April 2024, dollar was down -5% (Global was down -2%)



Monthly Trend

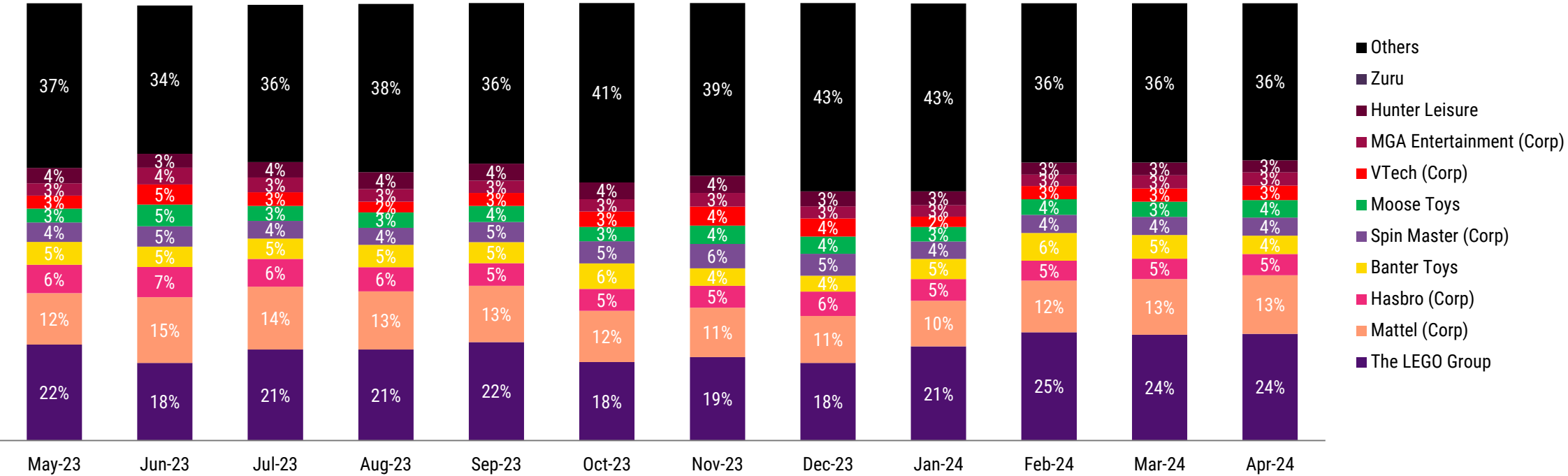
For April 2024, Building Sets remain the largest dollar category followed by Infant/Toddler/Preschool Toys (-18%), Dolls (-9%), Vehicles (+4%), Games/Puzzles (-23%) and Plush (-12%). Average price was \$18.21 and dropped -7% at \$17.02 driven from both licensed and unlicensed toys.

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



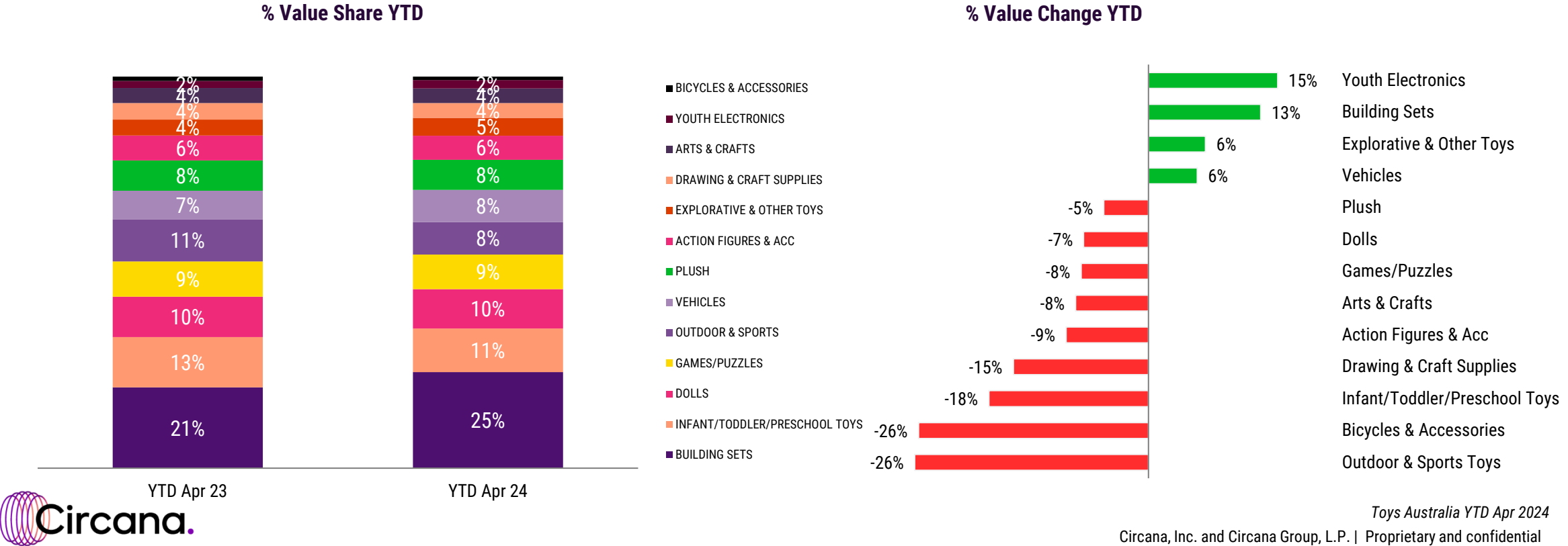
Corporate Manufacturers Trends

In April 2024, LEGO was the largest dollar corporate manufacturer and gained 2 share points vs. YGO, followed by Mattel and Hasbro. The top 3 dollar gaining corporate manufacturers for this month were Jazwares, Mattel and Moose Toys. The top 3 leading dollar properties in April were Star Wars, Hot Wheel and Barbie. For YTD April 2024, the 3 largest dollar gaining properties continues to be LEGO Icons, LEGO Disney Classic and LEGO Technic. The top 3 dollar gaining corporate manufacturers for YTD April were LEGO, Mattel and Zuru.



Category Trends

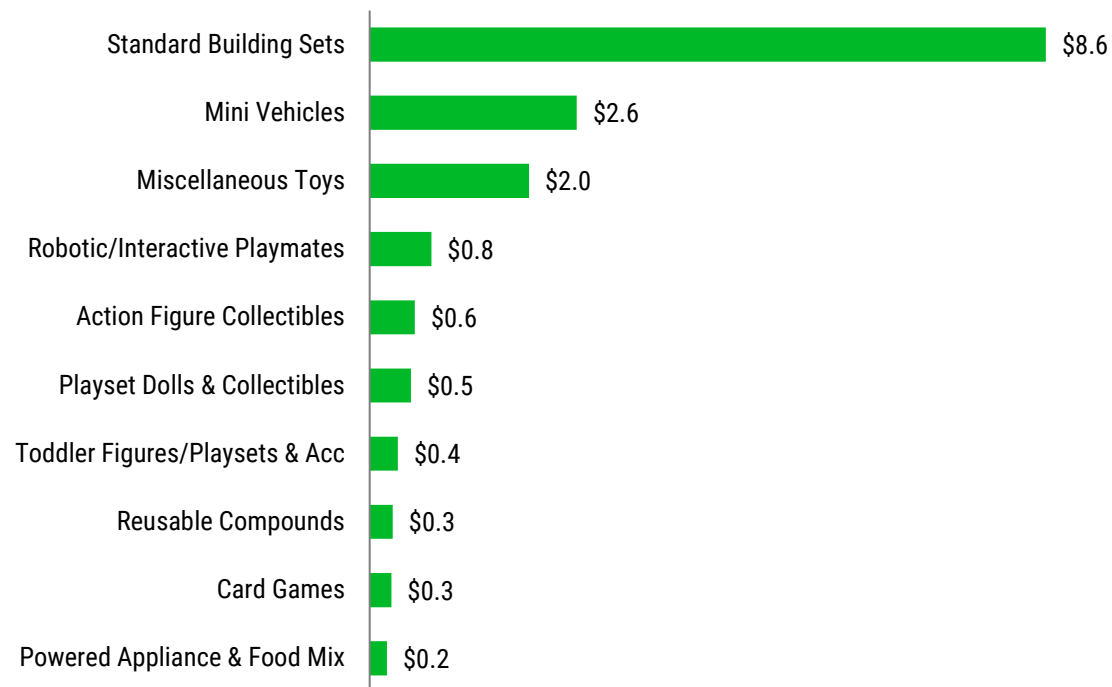
For YTD April 2024, 4 categories grew Youth Electronics (+15%), Building Sets (+13%), Explorative Toys (+6%) and Vehicles (+6%). However, for April 2024 month, 3 categories grew which were Vehicles (+4%) driven from Cars The Movies and Hot Wheels, Youth Electronics (+12%) driven from Bitzee and LeapPad Tablet and Explorative Toys (+2%) driven from Miniverse. Meanwhile Infant/Toddler/Preschool toys continued to decline by -18%.



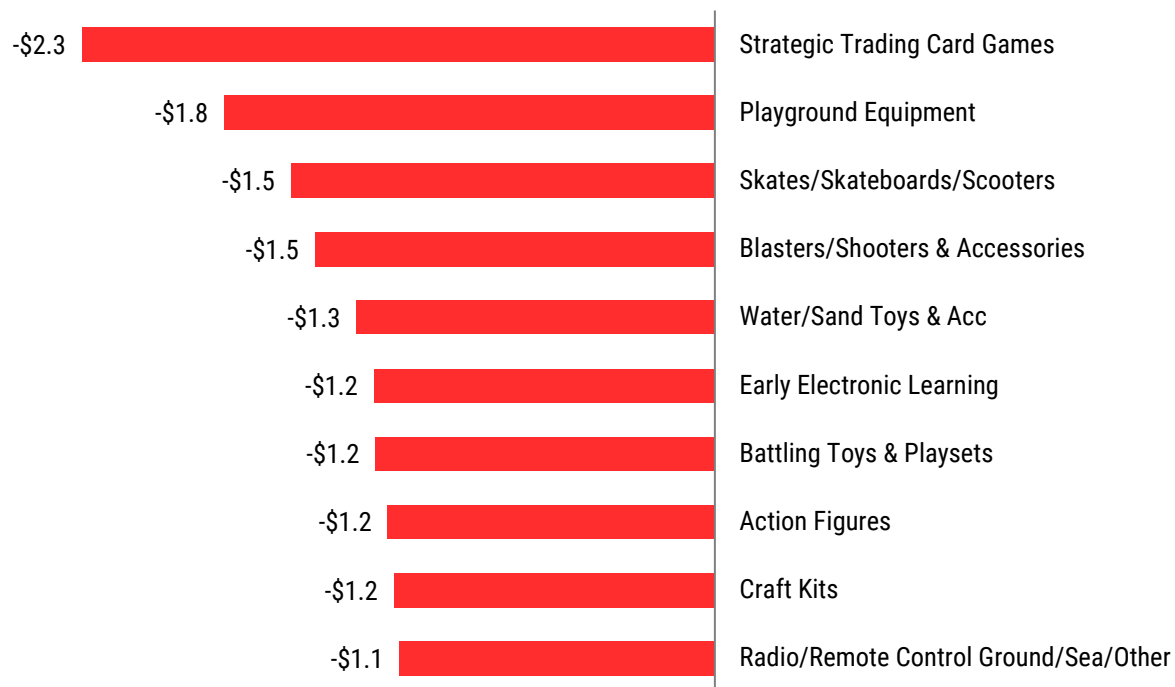
Subclass Trends

The top 3 subclass gainers this month were Mini Vehicles (+24%) driven from Hot Wheels and Cars The Movie, Miscellaneous Toys (+28%) driven from Miniverse and Standard Building Sets (+2%) driven from LEGO Icons and LEGO Star Wars. These 3 subclasses have been the top 3 gainers for 4 months in a row this year. Strategic Trading Card Games was the most declining subclass down by -53%.

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



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



Property Trends

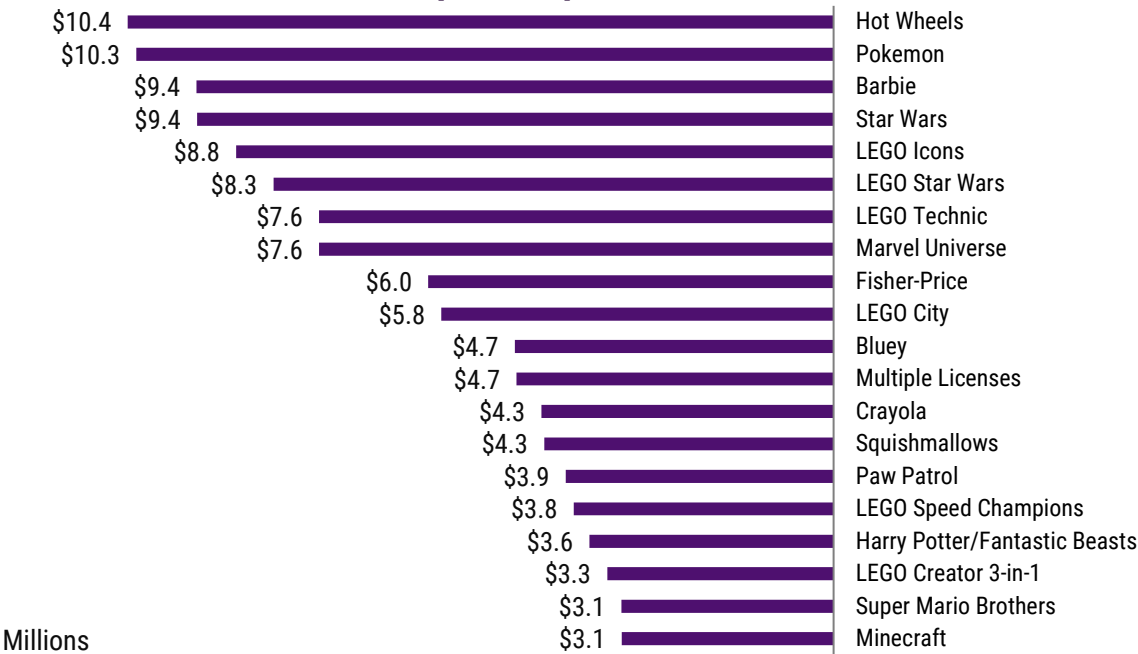
Top 5 Dollar Properties April'24

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

Top 5 Dollar Gaining Properties April '24 vs. April '23

- #1 – LEGO Icons
- #2 – Aphmau
- #3 – LEGO Star Wars
- #4 – Miniverse
- #5 – Ninja Turtles (TMNT)

Top 10 Properties YTD



\$ Value Change vs YAG



For more information

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About Contact Circana, Inc. and Circana Group, L.P.

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