

ATA Report

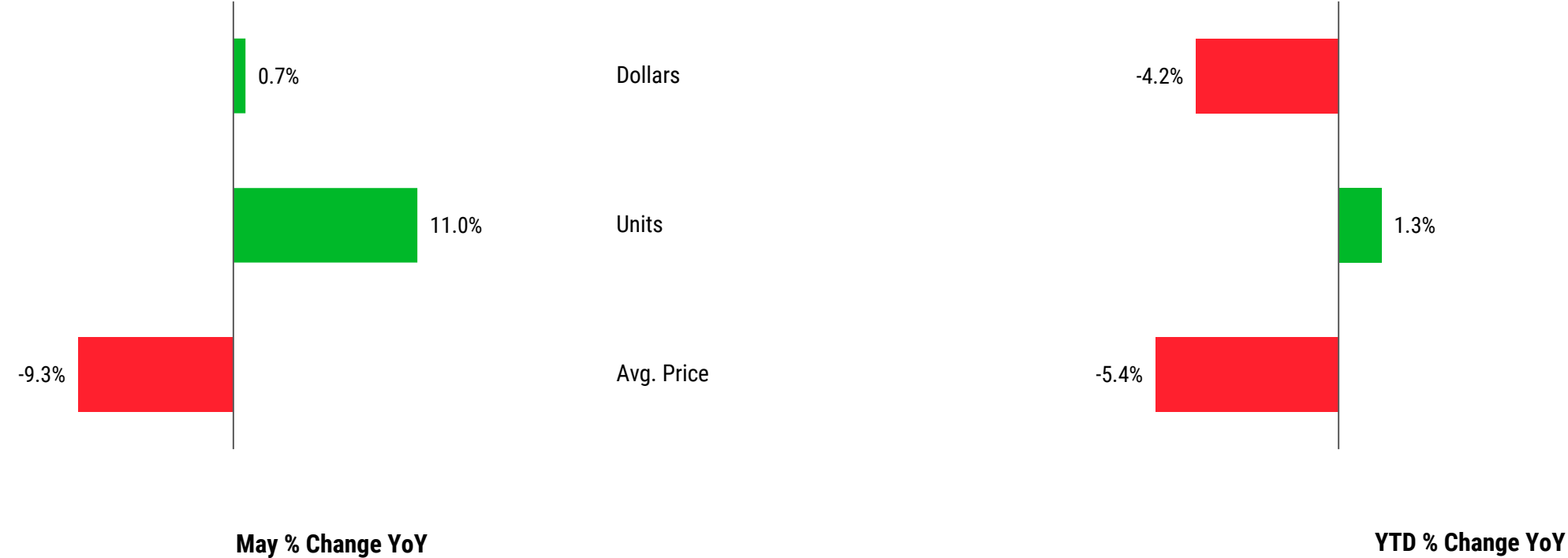
May 2024

Australia Toy Association



Industry Trends

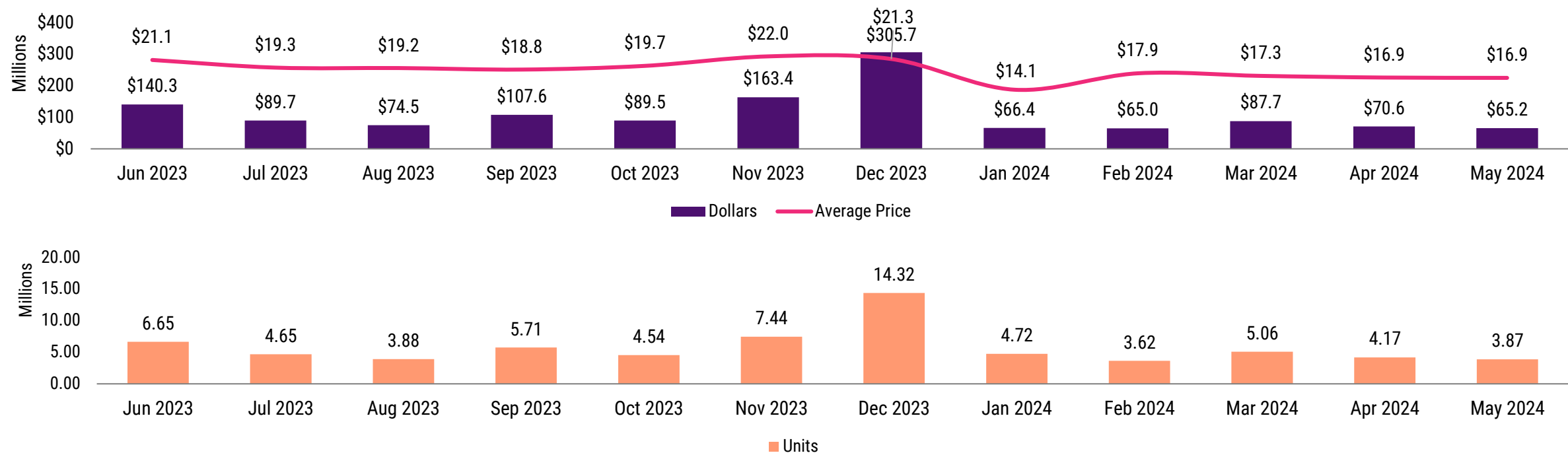
May 2024 experienced a growth of +1% in dollars and Units grew +11% resulted in a -9% decline for average price. 7 categories grew, Building Sets was the largest gainer and grew (+11%), followed by Games/Puzzles (+7%), Vehicles (+5%), Plush (+5%), Explorative & Other Toys (+8%), Youth Electronics (+12%) and Arts & Crafts (+2%). The top 3 declined categories were Infant/Toddler/Preschool Toys (-11%), Outdoor & Sports Toys (-17%) and Bicycles (-48%). For YTD May 2024, dollars was down -4% (Global average was down by -1%).



Monthly Trend

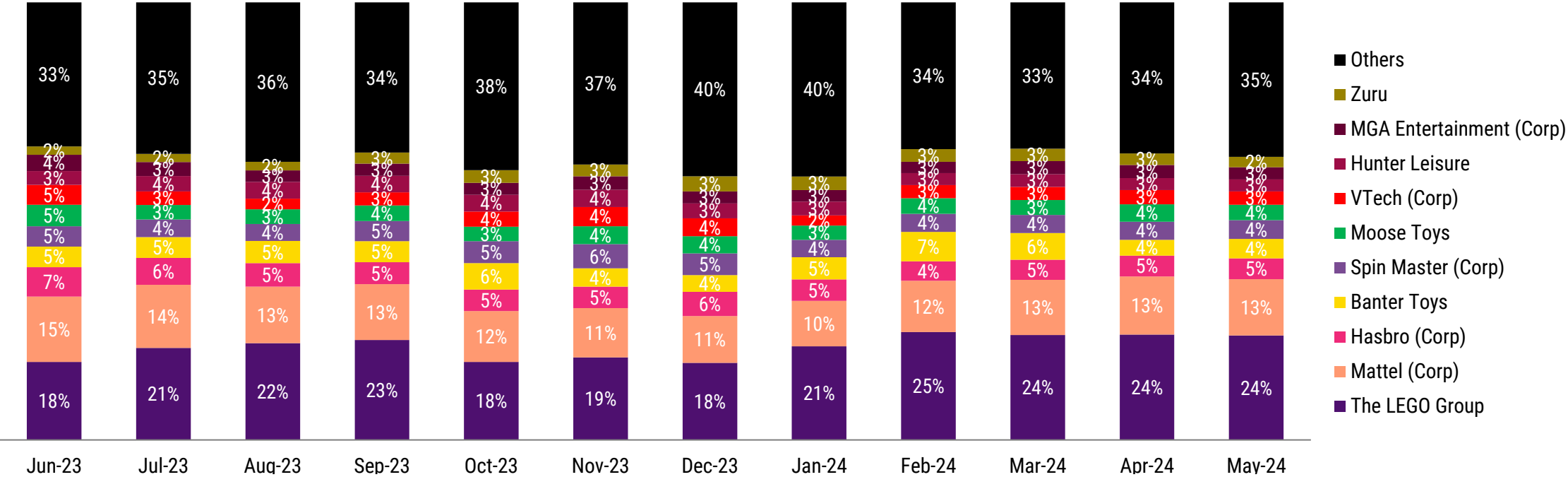
For May 2024, Building Sets (+11%) remain the largest dollar category followed by Infant/Toddler/Preschool Toys (-11%), Dolls (-2%), Games/Puzzles (+7%), Vehicles (+5%) and Plush (+5%). Average Price was \$18.58 and dropped -9% at \$16.86 driven from both licensed and unlicensed toys.

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



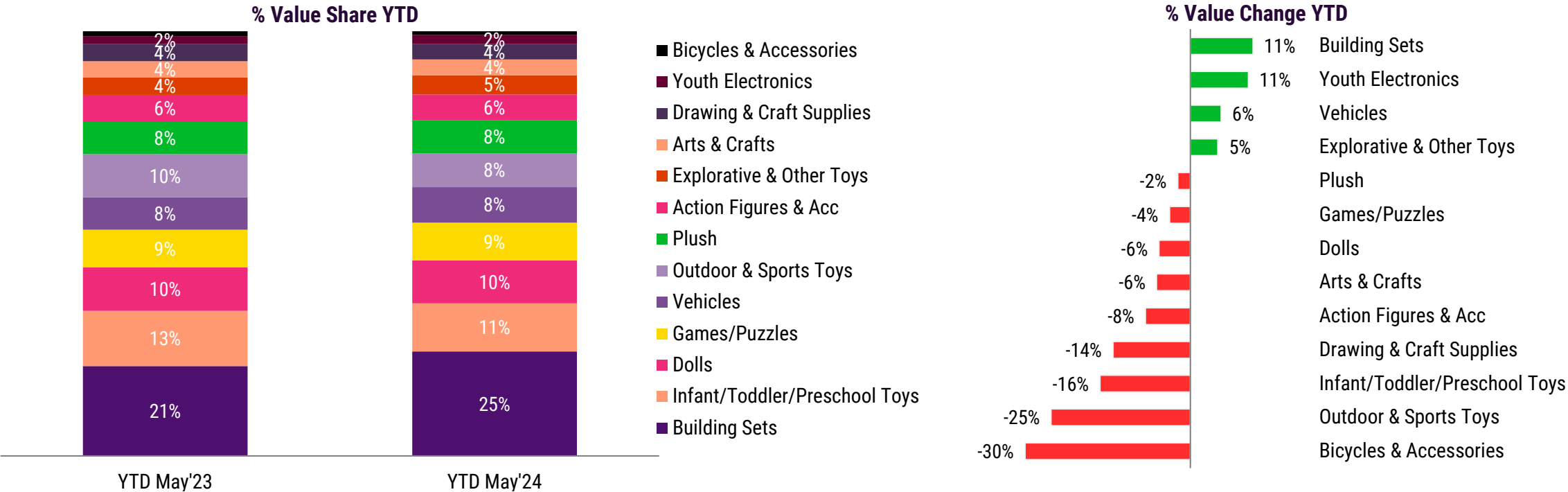
Corporate Manufacturers Trends

In May 2024, LEGO was the largest dollar corporate manufacturer and gained 2 share points compared to May 2023. The top 3 dollar gaining corporate manufacturers for this month were LEGO, Mattel and Jazwares. The top 3 leading dollar properties in May 2024 were Pokémon, Star Wars and Hot Wheels. For YTD May 2024, the top 3 dollar gaining properties continues to be LEGO Icons, LEGO technic and LEGO Disney Classic. The top 3 dollar gaining corporate manufacturers for YTD May continues to be LEGO, Mattel and Zuru. Just outside the top 10 ranked by dollar for YTD May 2024, Headstart was the next dollar growing corporate manufacturer remaining at rank 13.



Category Trends

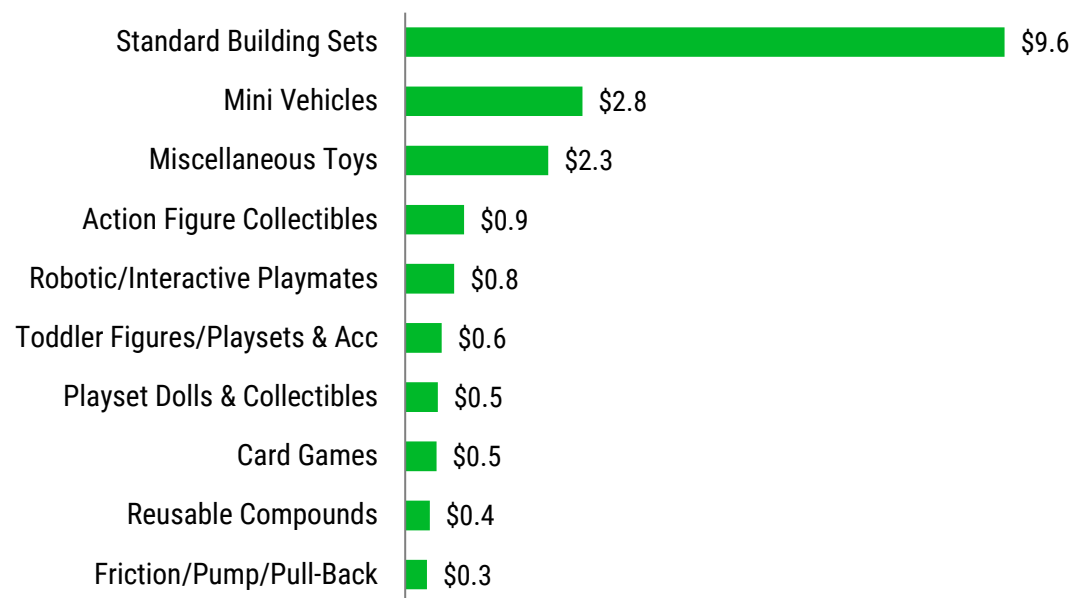
For YTD May 2024, 4 categories grew, however diving into the month of May 2024, 7 categories grew, Building Sets grew (+11%) driven by LEGO Icons and LEGO Technic, Games/Puzzles grew (+7%) driven by UNO, Vehicles (+5%) driven by Teamsterz, Cars The Movie and Hot Wheels, Plush grew (+5%) driven by Hello Kitty And Friends, Furby and Aphmau, Explorative & Other Toys (+8%) driven by Miniverse, Youth Electronics grew (+12%) driven by Bitzee and LeapPad Tablet and Arts & Crafts grew (+2%) driven by Cra-Z-Art and Kinetic. Meanwhile Infant/Toddler/Preschool Toys continued to drop -11%.



Subclass Trends

The top 3 subclass gainers this month were Standard Building Sets (+13%) driven by LEGO Icons and LEGO Technic, Miscellaneous Toys (+39%) driven by Miniverse and Traditional Plush (+6%) driven by Hello Kitty And Friends and Aphmau. Bicycles was the most declined subclass down by -48%.

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



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



Property Trends

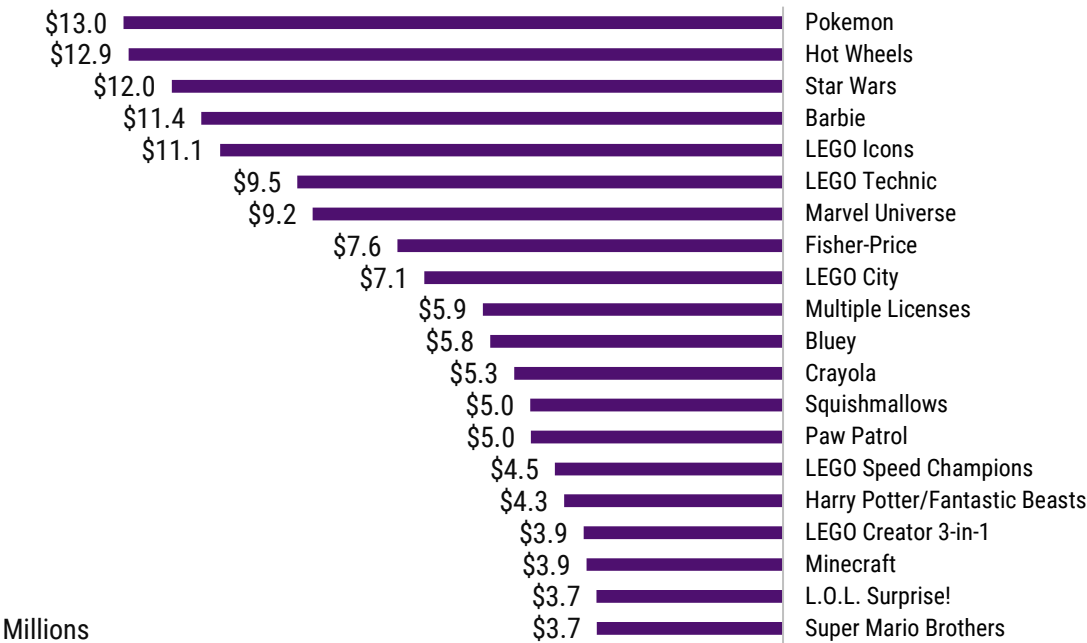
Top 5 Dollar Properties May'24

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

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

- #1 – LEGO Icons
- #2 – LEGO Technic
- #3 – Mercedes-Benz
- #4 – Hello Kitty And Friends
- #5 – LEGO Disney Classic

Top 20 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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