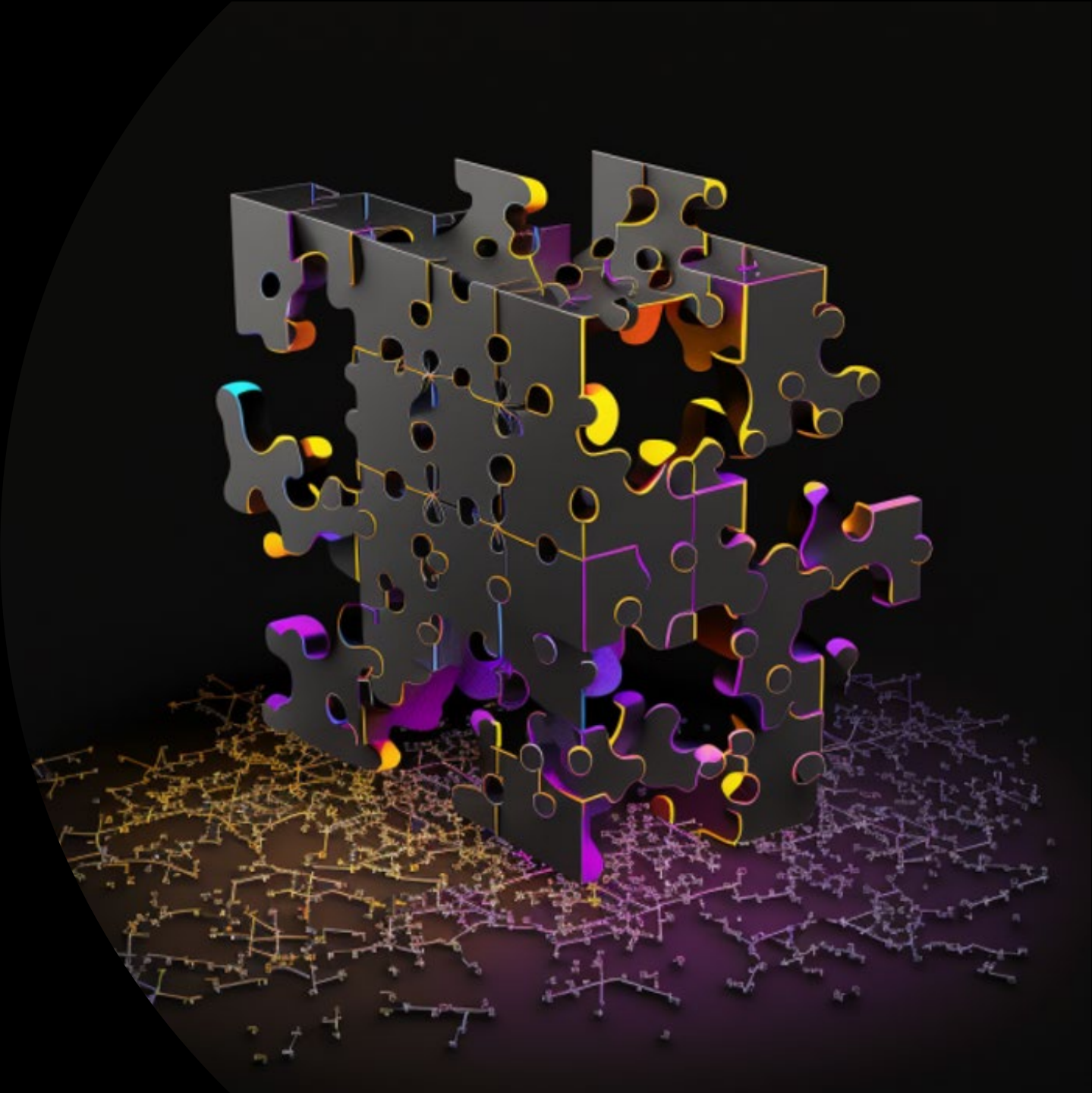




The Global Toy Report

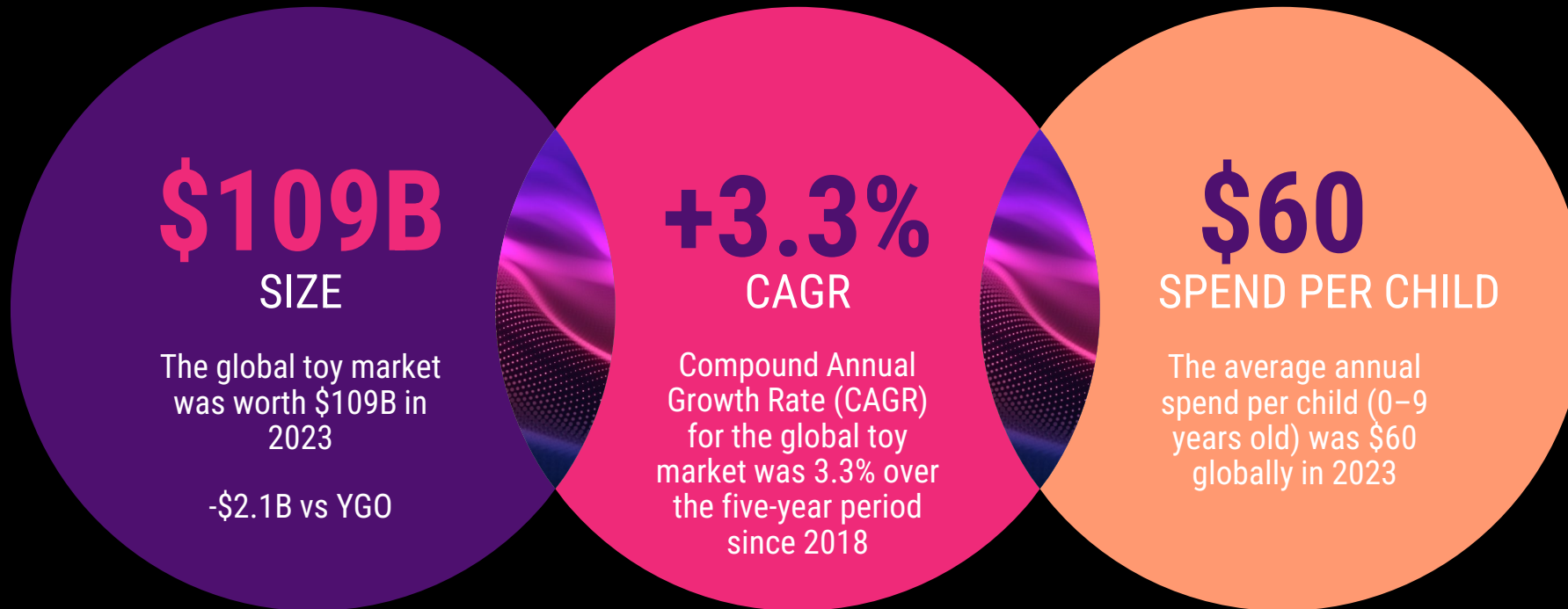
Annual 2023

For ATA Members



2023 — Key Findings

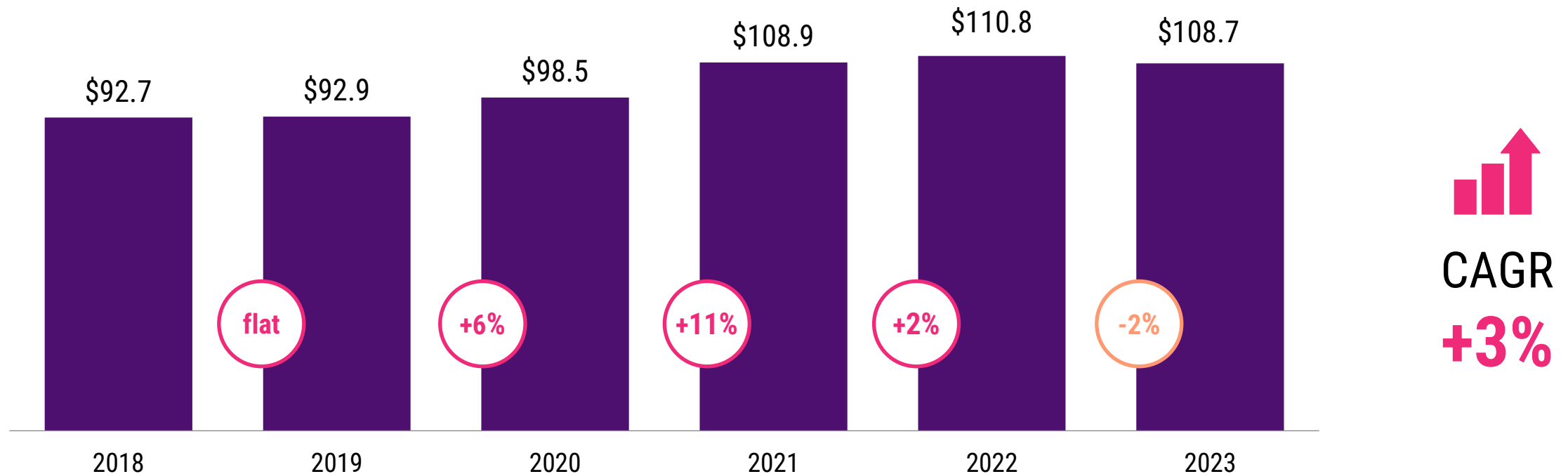
The global toy market has been growing by 3.3% on average since 2018.



Global Market Size

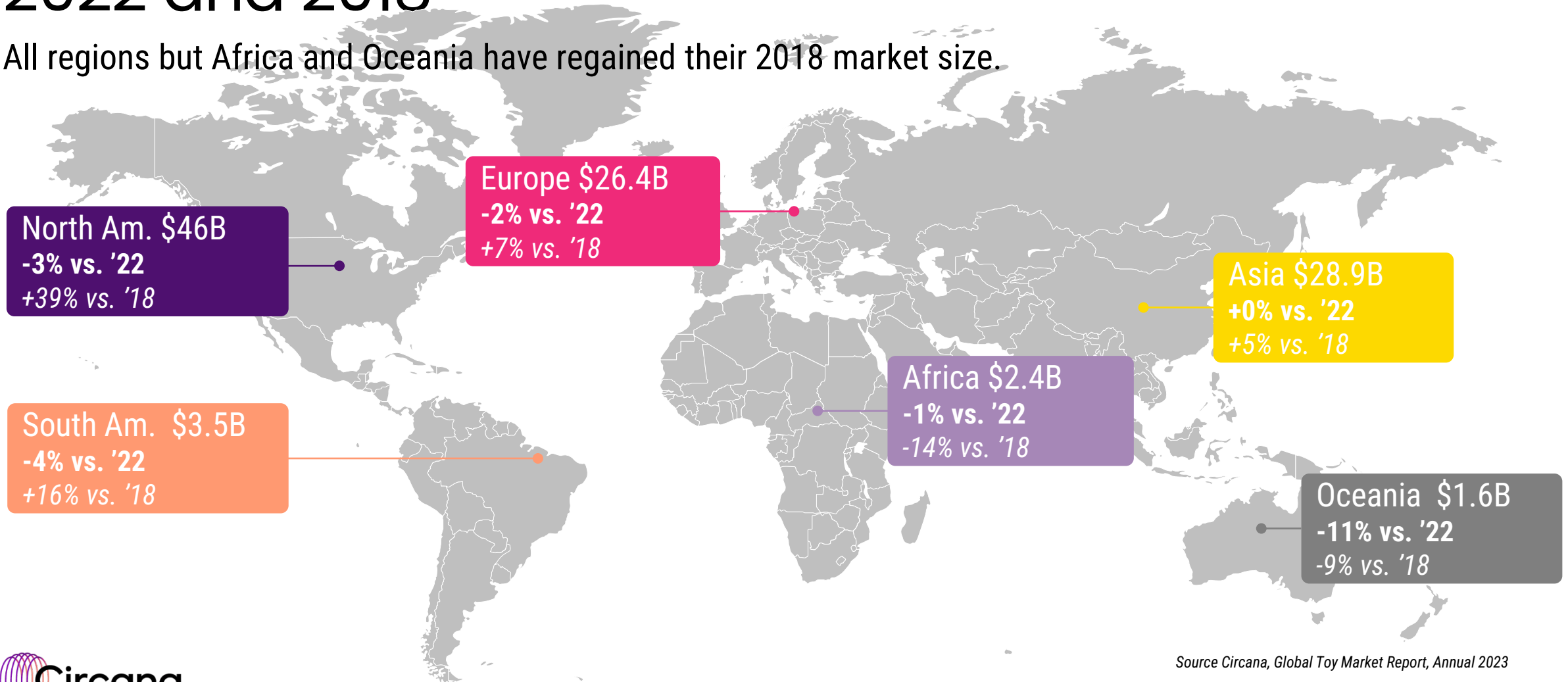
The market declined -2% globally in 2023 as sales 'normalized' after exceptional growth linked to the pandemic.

Global Toy Market Size in \$USD Billions (Constant Prices)



Size by Region — 2023 and Percent Change vs. 2022 and 2018

All regions but Africa and Oceania have regained their 2018 market size.



Market Size by Region Over Time

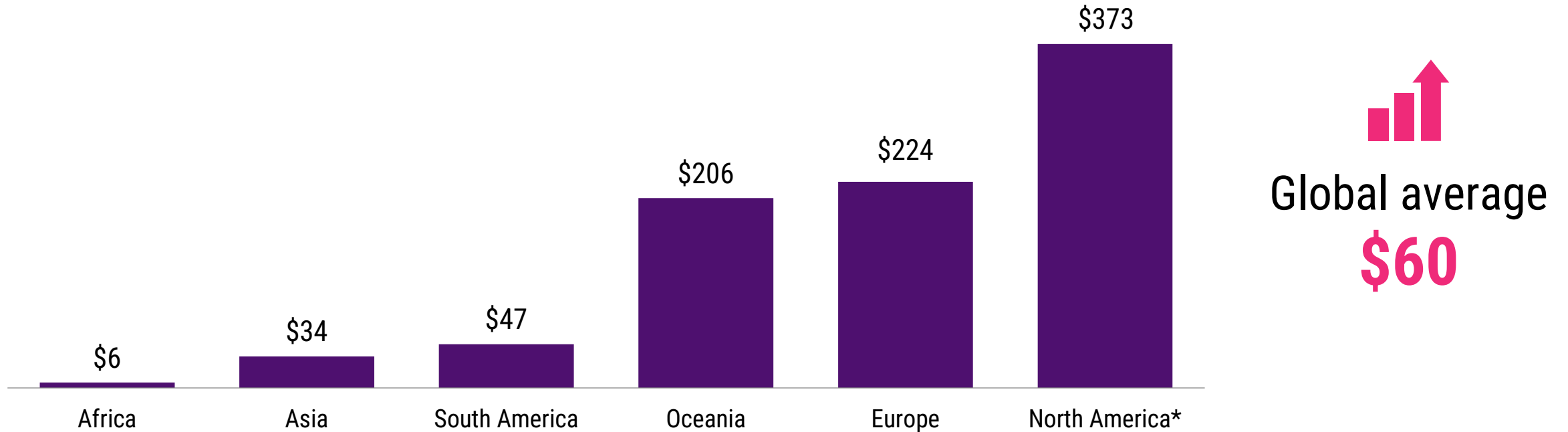
All regions declined in 2023 with the exception of Asia

in M \$USD	2018	2019	2020	2021	2022	2023	2023 vs. 2018	CAGR vs 2018	2023 vs. 2022
North America	\$33,067	\$30,845	\$38,161	\$45,801	\$47,260	\$45,956	39%	7%	-3%
Asia	\$27,424	\$28,612	\$26,591	\$27,897	\$28,764	\$28,868	5%	1%	0%
Europe	\$24,536	\$25,941	\$26,519	\$27,823	\$26,898	\$26,369	7%	1.5%	-2%
South America	\$3,044	\$3,005	\$2,693	\$3,049	\$3,666	\$3,522	16%	3%	-4%
Africa	\$2,809	\$2,854	\$2,524	\$2,587	\$2,430	\$2,415	-14%	-3%	-1%
Oceania	\$1,772	\$1,674	\$2,034	\$1,764	\$1,813	\$1,616	-9%	-1.8%	-11%
Total	\$92,653	\$92,931	\$98,522	\$108,921	\$110,830	\$108,653	17%	3.3%	-2%

Annual Spend per Child per Region

North America's spend per child is 67% larger than Europe's and 11 times larger than Asia's.

Annual Spend per Child in \$USD (0–9 years)



**Includes Caribbean, Iceland, Greenland*

Annual Average Spend per Child by Region Over Time

Spend per child declined in all regions but Asia in 2023

in \$USD (M)	2018	2019	2020	2021	2022	2023	2023 vs. 2018	2023 vs. 2019	2023 vs. 2022
North America	\$320	\$305	\$344	\$384	\$393	\$373	17%	22%	-5%
Asia	\$33	\$34	\$32	\$33	\$34	\$34	4%	-1%	0%
Europe	\$224	\$234	\$230	\$241	\$231	\$224	0%	-5%	-3%
South America	\$40	\$40	\$36	\$41	\$49	\$47	17%	18%	-3%
Africa	\$7	\$7	\$6	\$6	\$6	\$6	-22%	-22%	-4%
Oceania	\$234	\$219	\$262	\$226	\$231	\$206	-12%	-6%	-11%
Total	\$58	\$58	\$58	\$62	\$63	\$60	4%	4%	-4%

Category Structure by Country — 2023

Outdoor & sports toys and Games / Puzzles are the largest categories overall

In %	G12*	AUS
Action Figures & Acc	6.7	6.5
Arts & Crafts	4.6	4.0
Building Sets	12.8	20.8
Dolls	10.9	11.7
Games/Puzzles	13.6	8.6
Infant/Toddler/PS Toys	13.1	13.6
Youth Electronics	1.7	2.5
Outdoor & Sports Toys	13.6	12.0
Plush	7.8	8.0
Vehicles	7.0	8.2
Explorative & Other Toys	8.3	4.1

Licensed toy share of
toy sales in 2023
Aus

35.0%

Thank you

