

ATA Report

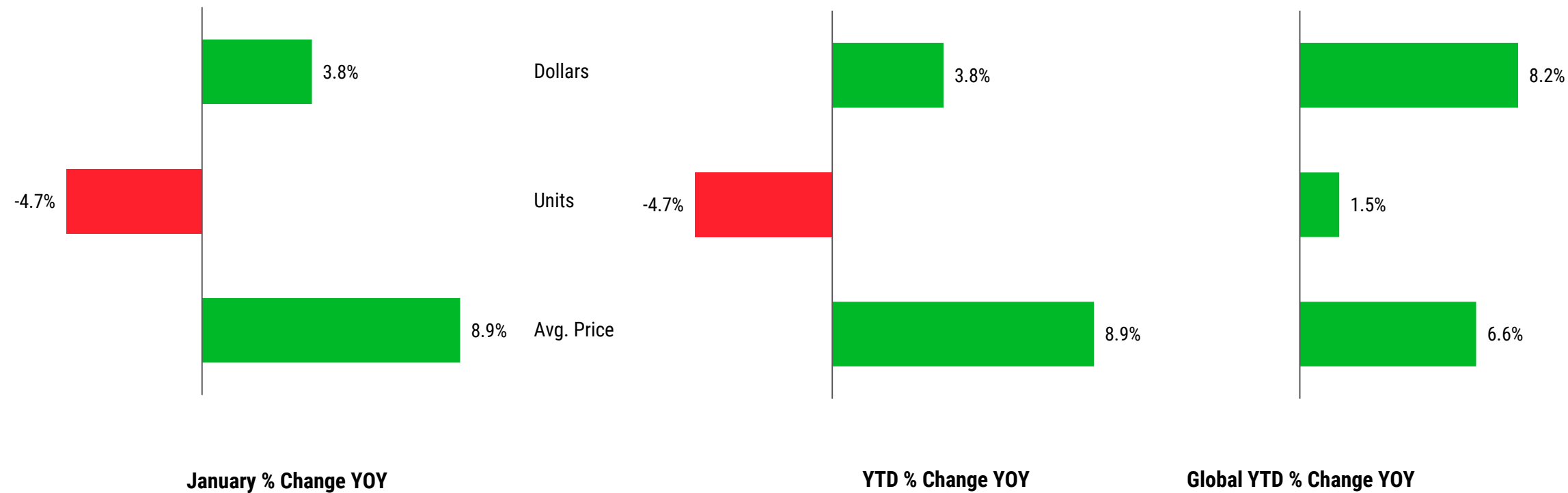
Jan 2025

Australia Toy Association



Industry Trends

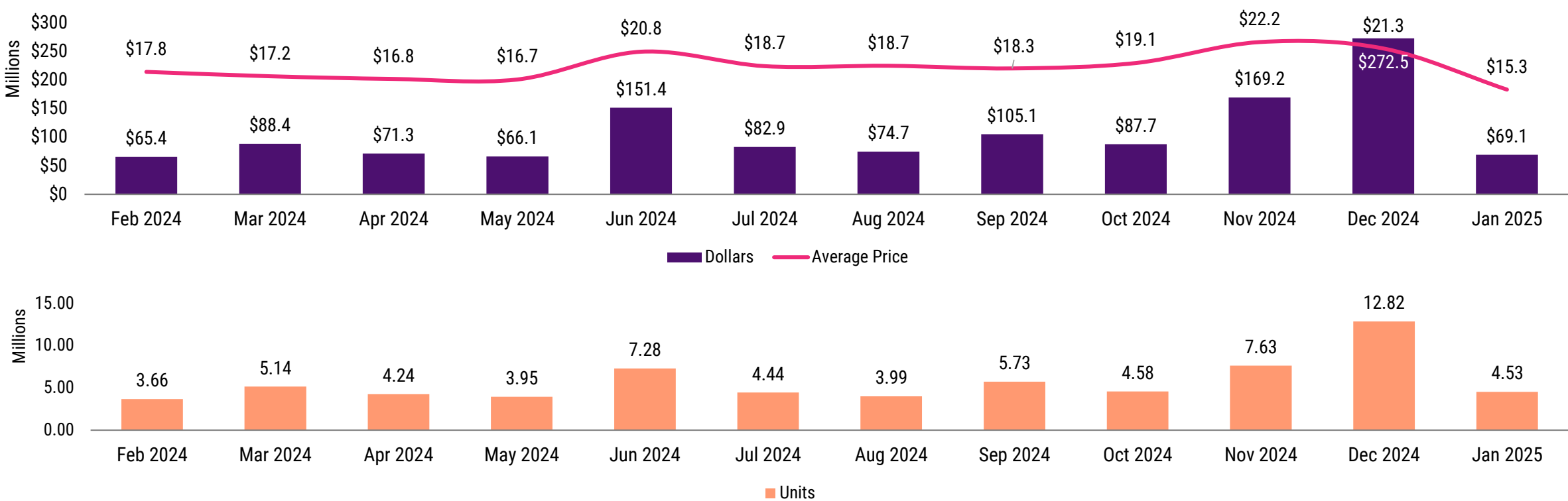
January 2025 experienced a +4% growth in dollars, -5% decline in units and a +9% growth in average price. Games/Puzzles (+40%) was the largest gainer for this month, followed by Building Sets (+13%), Action Figures (+13%) and Plush (+7%). Outdoor & Sports Toys (-17%), Drawing & Craft Supplies (-17%) and Vehicles (-4%) were the 3 largest category decliners. Global toys market experienced a +8% growth in dollars vs. January 2024.



Monthly Trend

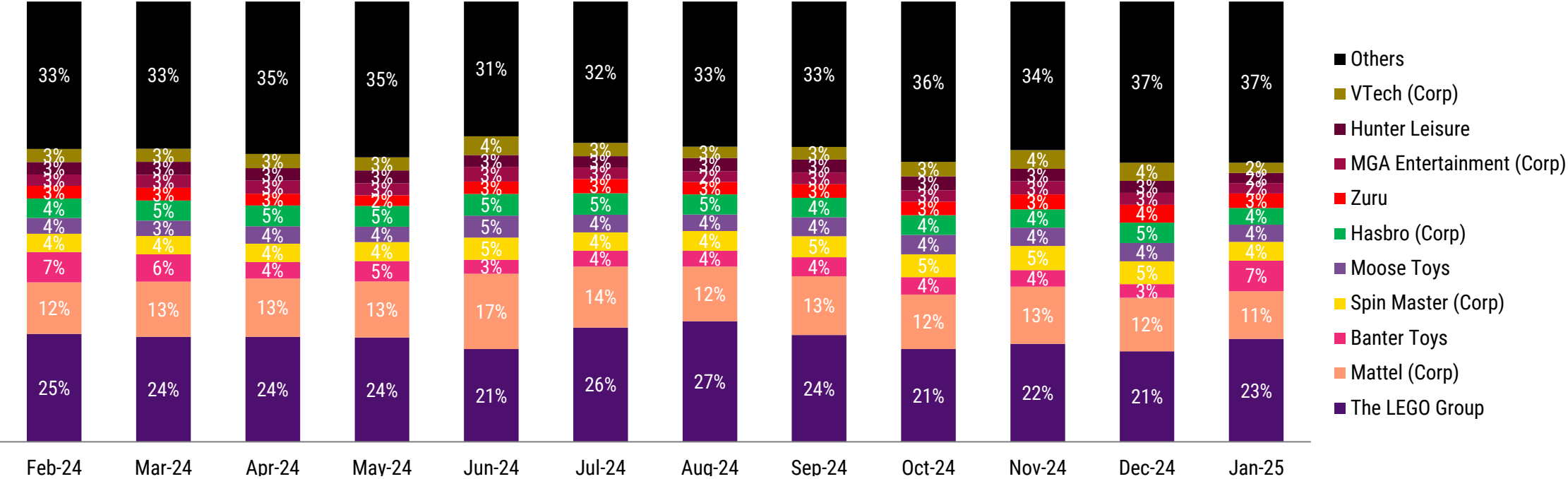
For January 2025, Building Sets (+13%) was the largest dollar category followed by Games/Puzzles (+40%), Infant/Toddler/Preschool (flat), Dolls (-2%), Outdoor & Sports Toys (-17%) and Plush (+7%). Average Price was \$14.01 and grew +9% to \$15.26 driven from both licensed and unlicensed toys.

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



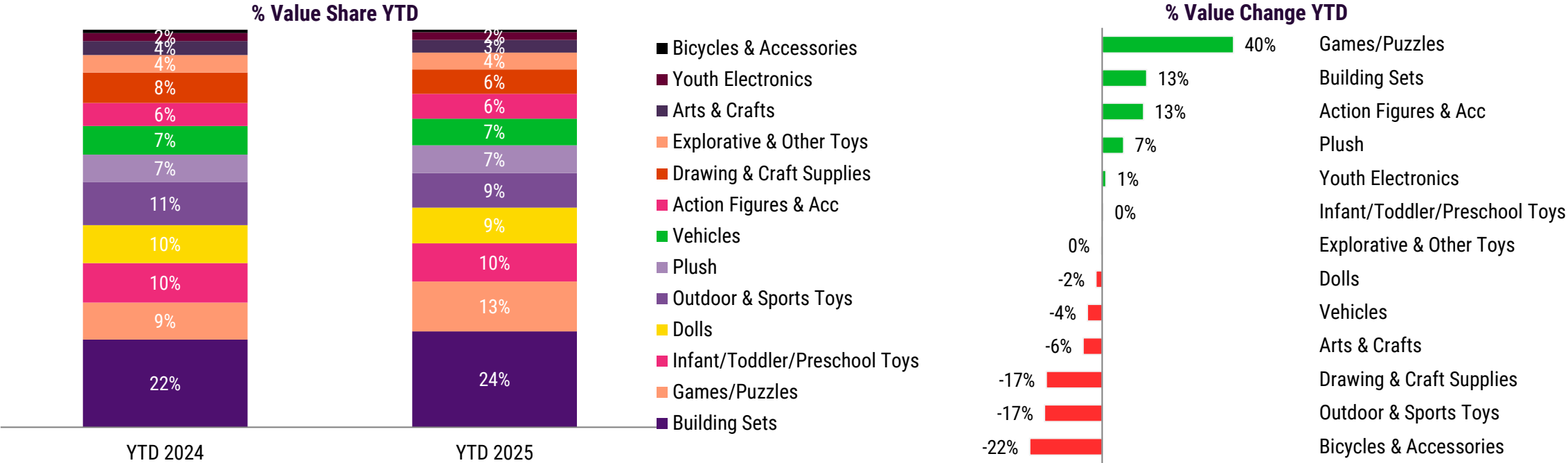
Corporate Manufacturers Trends

Pokémon, LEGO Star Wars and LEGO Botanicals were the top 3 dollar gainers for January 2025 vs. January 2024. LEGO was the top dollar gaining manufacturer and gained 2 share points vs. LY, followed by Banter Toys and Jazwares. Outside of the top 10 dollar rank, Goliath Group, VR Distribution and Bandai were the next 3 corporate manufacturers that grew vs. 2024.



Category Trends

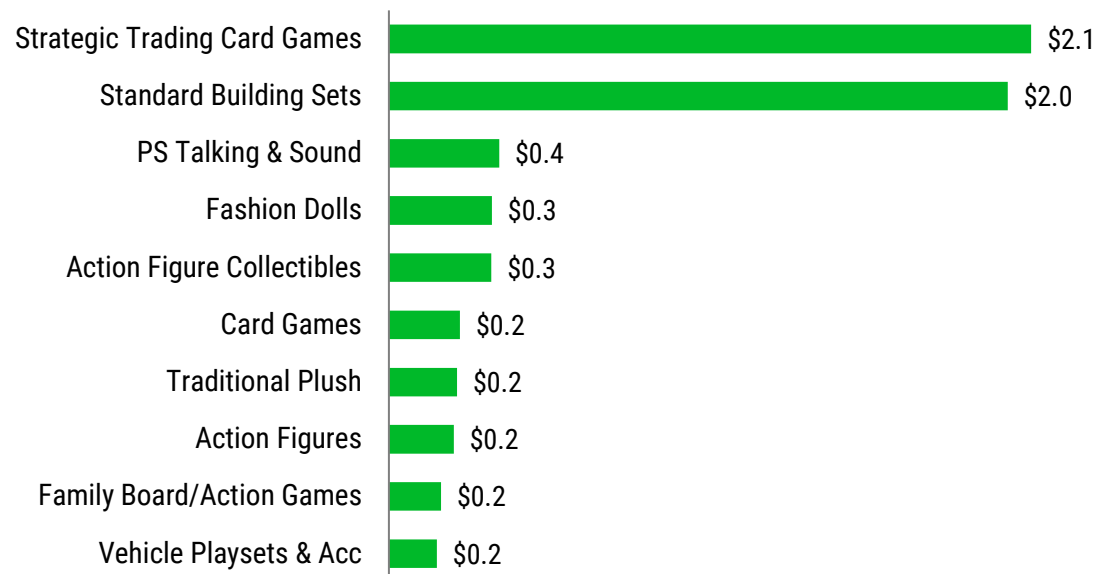
For January 2025 vs. 2024, 5 categories grew, Games/Puzzles grew (+40%) driven by Pokémon, UNO and Bluey, Building Sets grew (+13%) driven by LEGO Star Wars, LEGO Botanicals and LEGO City, Action Figures grew (+13%) driven by MrBeast, WWE and Sonic The Hedgehog, Plush grew (+7%) driven by Hello Kitty and Friends, Squishmallows and Hatchimals and Youth Electronics (+1%) driven from Little Live and Bitzee.



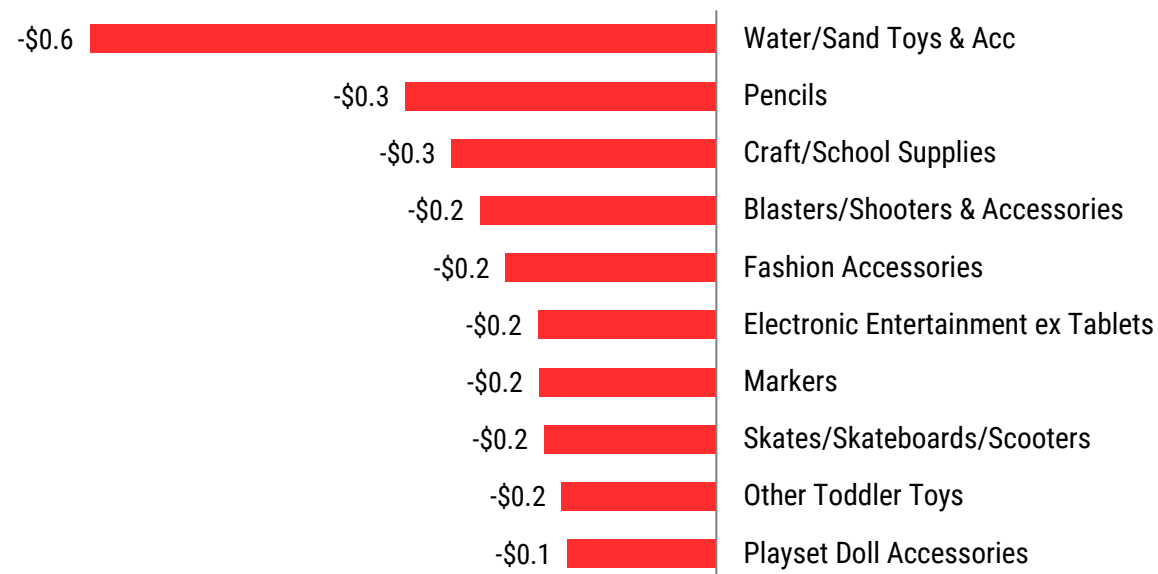
Subclass Trends

The top 3 subclass gainers for this month were Strategic Trading Card Games (>100%) driven by Pokémon and Lorcana, Standard Building Sets (+14%) driven by LEGO Star Wars, LEGO Botanicals and LEGO City and PS Talking & sound (>100%) driven by Toniebox.

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



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



Property Trends

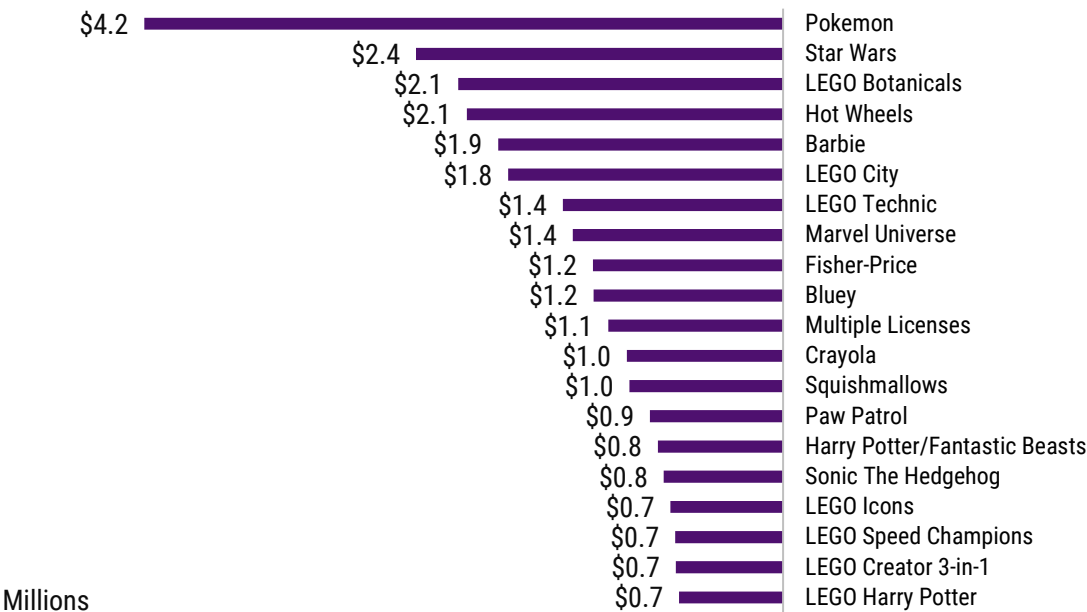
Top 5 Dollar Properties January '25

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

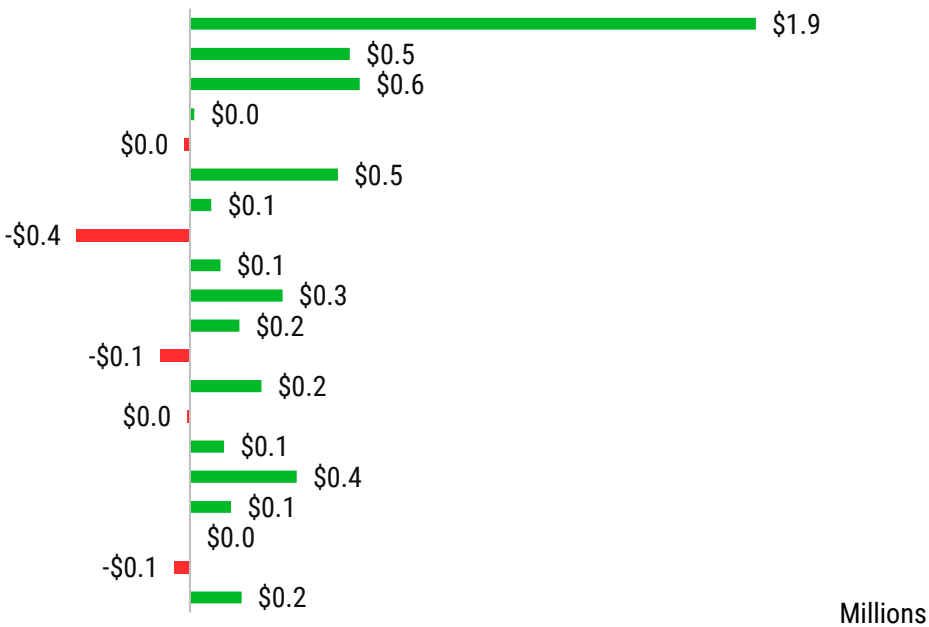
Top 5 Dollar Gaining Properties January '25 vs. January '24

- #1 – Pokémon
- #2 – LEGO Star Wars
- #3 – LEGO Botanicals
- #4 – Wicked Movie
- #5 – LEGO City

Top 20 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, or your account representative below.

Amelia Eng

Senior Account Manager

Amelia.Eng@circana.com

+61 418 500 547

Jim Thach

Account Manager

Jim.Thach@circana.com

+61 428 001 154

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

The **Circana, Inc.** provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry.

For more information visit us at circana.com

Follow us on Twitter: [@Circana](https://twitter.com/Circana)

