

# ATA Report

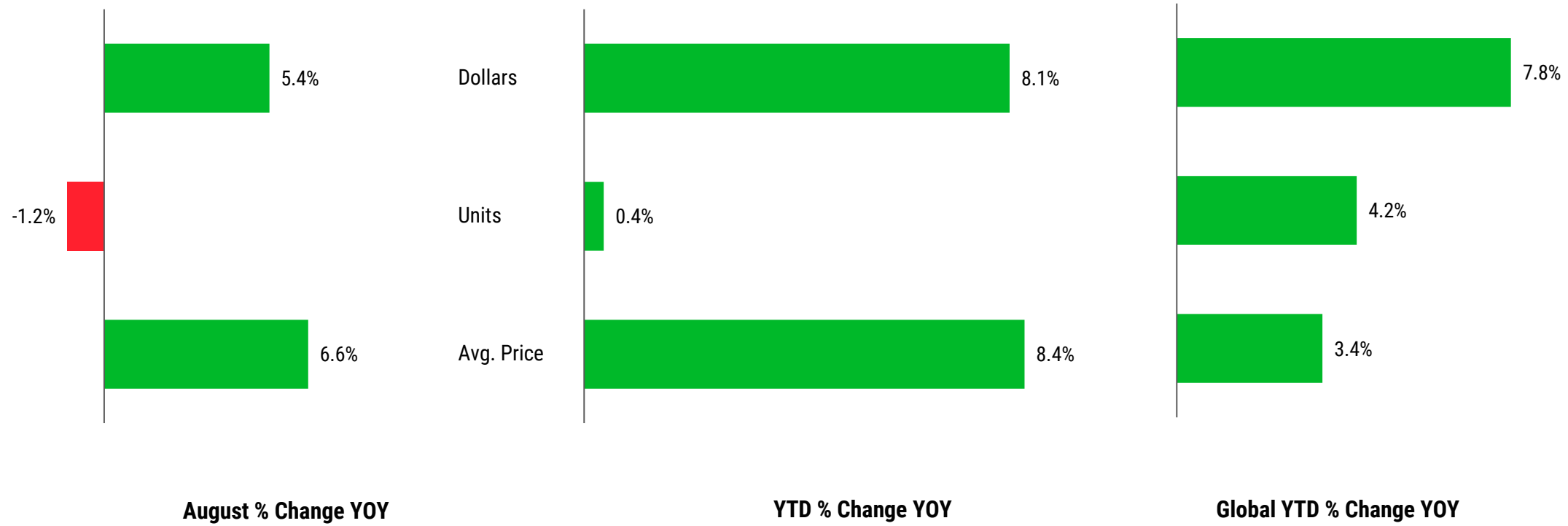
Aug 2025

Australia Toy Association



# Industry Trends

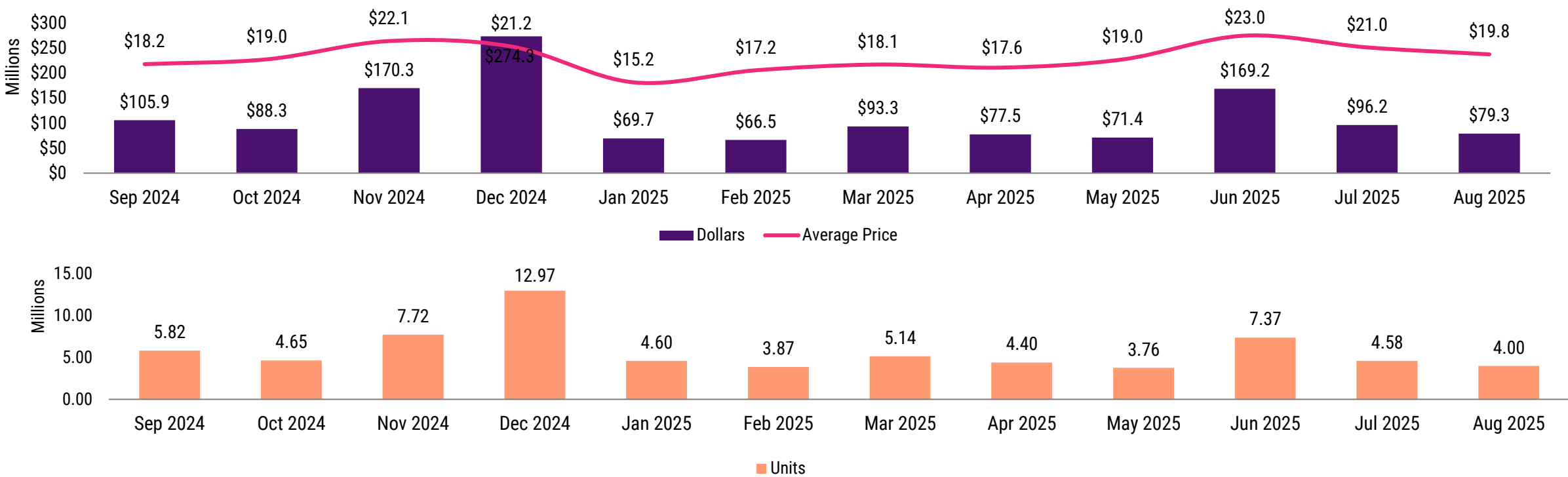
August 2025 experienced +5% growth in dollars, -1% in units and +7% in average price. Games/Puzzles (+45%) was the top category gainer for this month, followed by Infant/Toddler/Preschool Toys (+12%), Vehicles (+8%), Action Figures (+7%), Youth Electronics (+15%), Explorative & Other Toys (+6%), Bicycles (+28%) and Arts & Crafts (+5%). Dolls (-8%) and Outdoor & Sports Toys (-8%) were the top 2 decliners for this month. For YTD August 2025 vs. LY, Australia Toys growth was +8%, aligned with global toys market.



# Monthly Trend

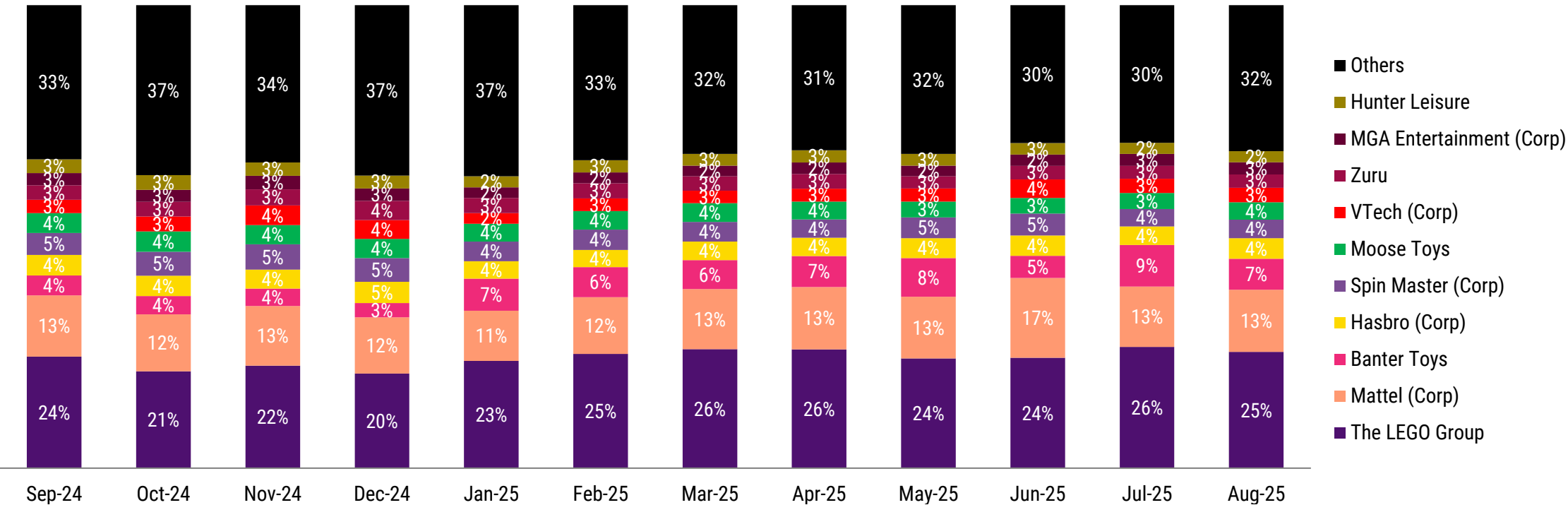
For August 2025, Building Sets (-2%) remained as the largest category followed by Infant/Toddler/Preschool Toys (+12%), Games/Puzzles (+45%), Dolls (-8%), Vehicles (+8%) and Action Figures (+7%). Average Price was \$18.61 and grew +7% to \$19.84 driven from both licensed and unlicensed toys.

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



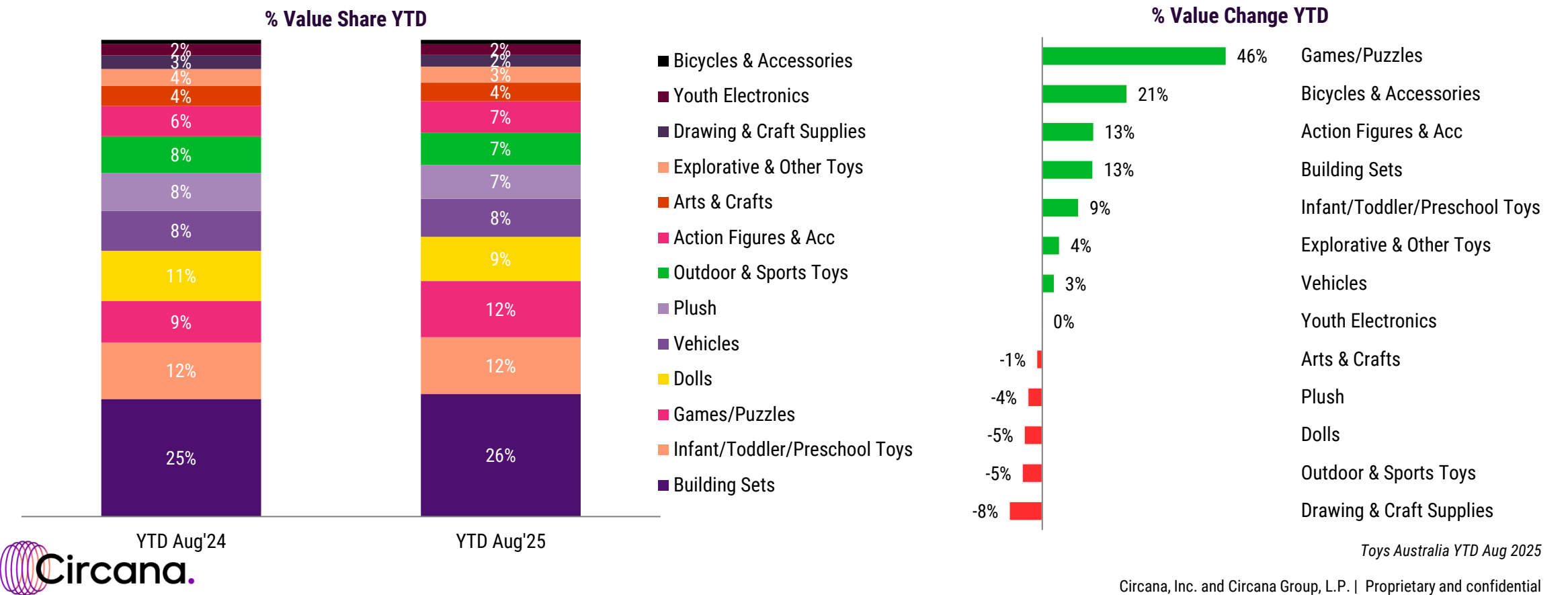
# Corporate Manufacturers Trends

Pokémon, Hot Wheels and Star Wars are the top 3 properties for August 2025. Banter Toys was the top dollar gaining manufacturer this month followed by Mattel and Vtech. For YTD August, the top dollar gaining properties continue to be Pokémon, Formula 1 and Toniebox and the top 3 dollar gaining manufacturers LEGO, Banter and Mattel. Outside of the top 10 manufacturer for YTD August 2025, Jazwares, Tonies and Just Play Products were the next 3 that experience growth compared to LY.



# Category Trends

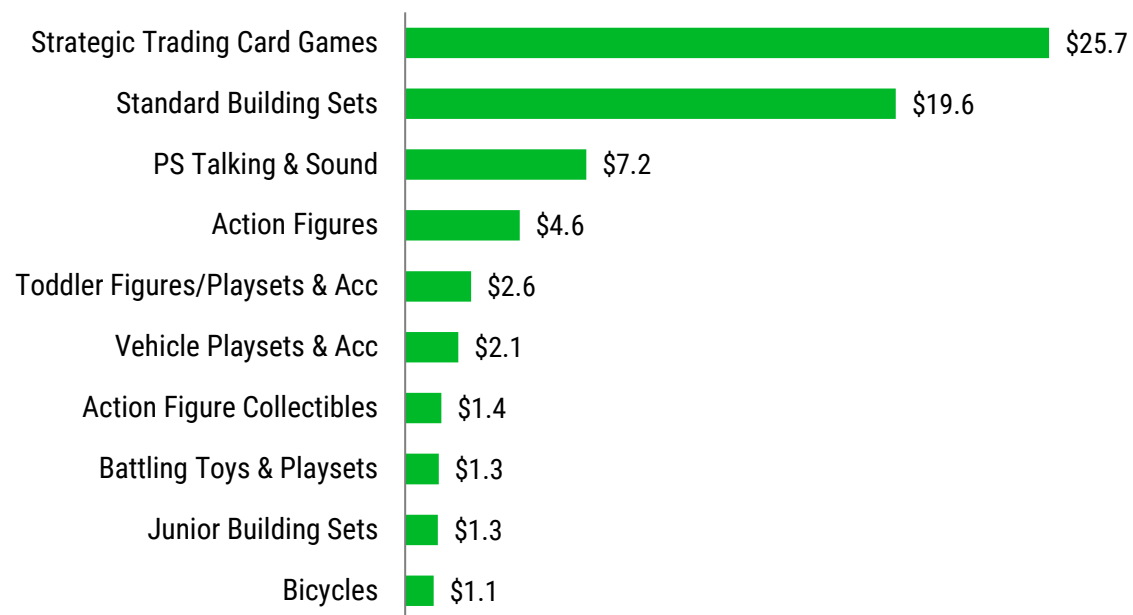
For the month of August 2025 vs. LY, 8 categories grew, Games/Puzzles (+45%) driven from Pokémon, Infant/Toddler/Preschool Toys (+12%) driven from Toniebox and Fisher-Price, Vehicles (+8%) driven from Hot Wheels, Action Figures (+7%) driven from Jurassic Park/World, Youth Electronics (+15%) driven from Kidi..., Tamagotchi and Pets Alive, Explorative & Other Toys (+6%) driven from Miniverse, Bicycles (+28%) and Arts & Crafts (+5%).



# Subclass Trends

The top 3 subclass gainers for this month were Strategic Trading Card Games (>100%) driven from Pokémon, Action Figures (+25%) driven from Jurassic Park/World and PS talking & sound (+67%) driven from Toniebox.

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



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



# Property Trends

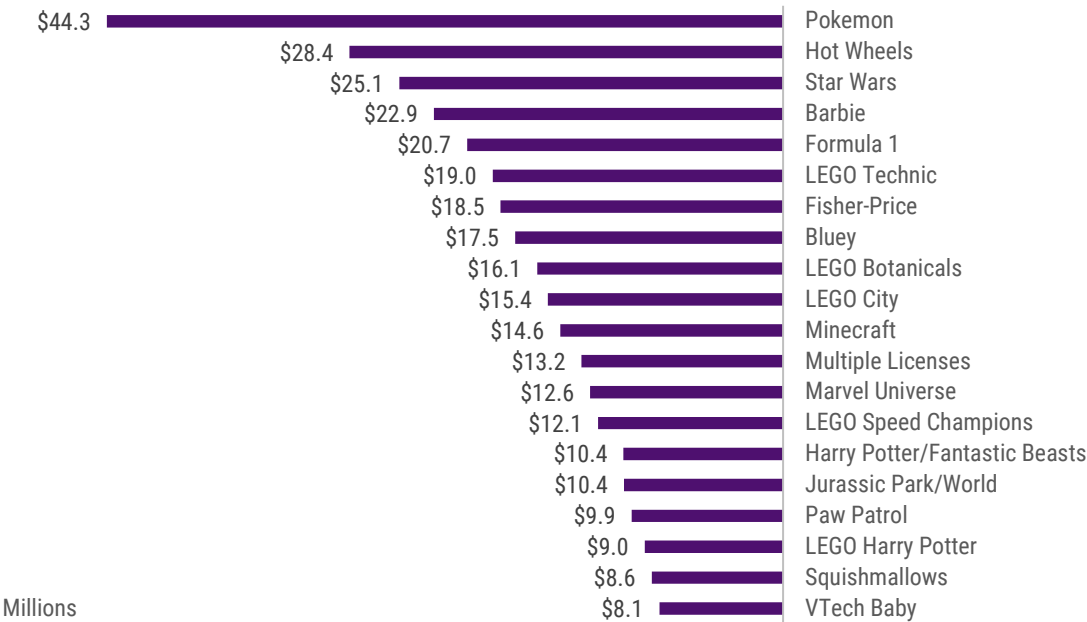
## Top 5 Dollar Properties August '25

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

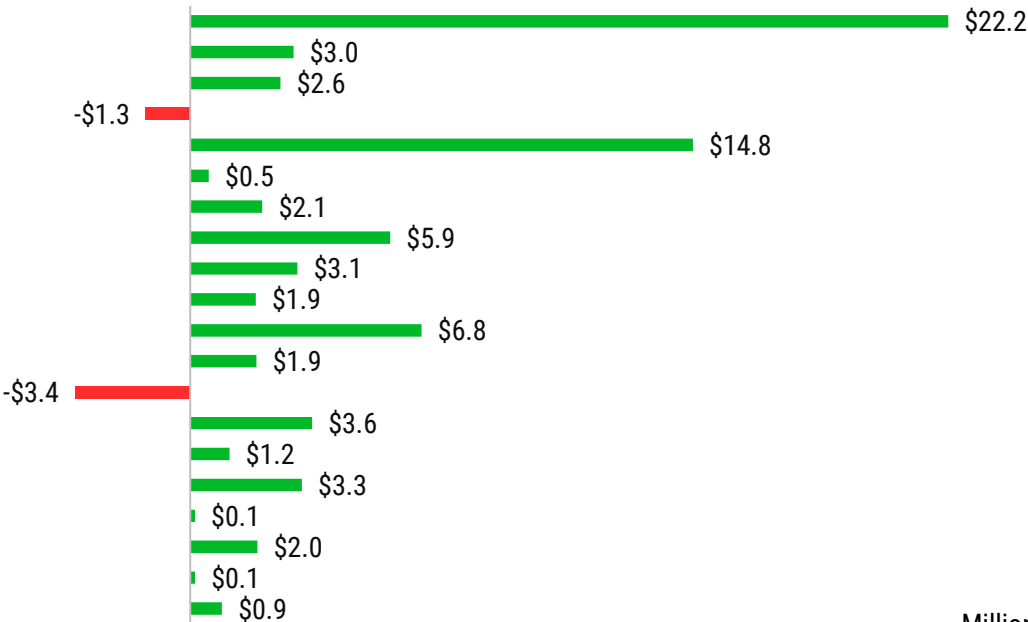
## Top 5 Dollar Gaining Properties August '25 vs. August '24

- #1 – Pokémon
- #2 – Formula 1
- #3 – Bluey
- #4 – Jurassic Park/World
- #5 – LEGO One Piece

Top 20 Properties YTD



\$ Value Change vs YAG



## For more information

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