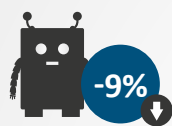


The State of Play: Toys in Australia

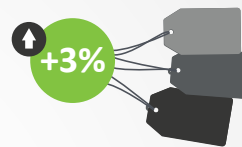
To monitor and report on what's happening in this dynamic market, NPD collects point-of-sale information from all major toy retailers in Australia. **Here's a look at 2018 year-end results.**



Toy sales fell, as prices rose

Toy unit shipments in Australia declined 9%, and revenue fell 7%.

Average selling prices were up 3%.



2018 TOP 5 NEW PROPERTIES *ranked by value*

- 1 Lego Harry Potter
- 2 Poopsie
- 3 Fortnite
- 4 Incredibles
- 5 Treasure X

Collectibles

This hot category grew 19% in 2018 – accounting for 12% of all toy sales, compared to 9% the previous year.

Youth electronics, dolls, and all other toys

These categories managed to grow in value in 2018, despite the collapse of Toys"R"Us.



2018 TOP 5 GROWTH PROPERTIES *ranked by value*

- 1 L.O.L. Surprise!
- 2 JurassicPark/World
- 3 PJ Masks
- 4 Harry Potter
- 5 Monopoly

#1



L.O.L. Surprise! was the top growth property in value and the #1 property in 2018.

Lego City and Barbie followed.

VIEW FROM THE TOP



6 of the 10 top-sellers were from L.O.L. Surprise!

4 of the 10 top-sellers for the year were new items.

If you need comprehensive point-of-sale (POS) data about toys in Australia — and insight that brings the data to life — NPD's OzToys service reports on value and unit sales and market share, pricing and distribution measures, consumer demographics, purchase drivers, and more. It's how to separate fads from trends, uncover emerging needs and opportunities, and react quickly to changing consumer buying behaviours and motivations.

Source: The NPD Group/Retail Tracking Service, Australia, retail sales value for full-year 2018 versus 2017

Get more insights like this.
Email amelia.eng@npd.com for more information.

