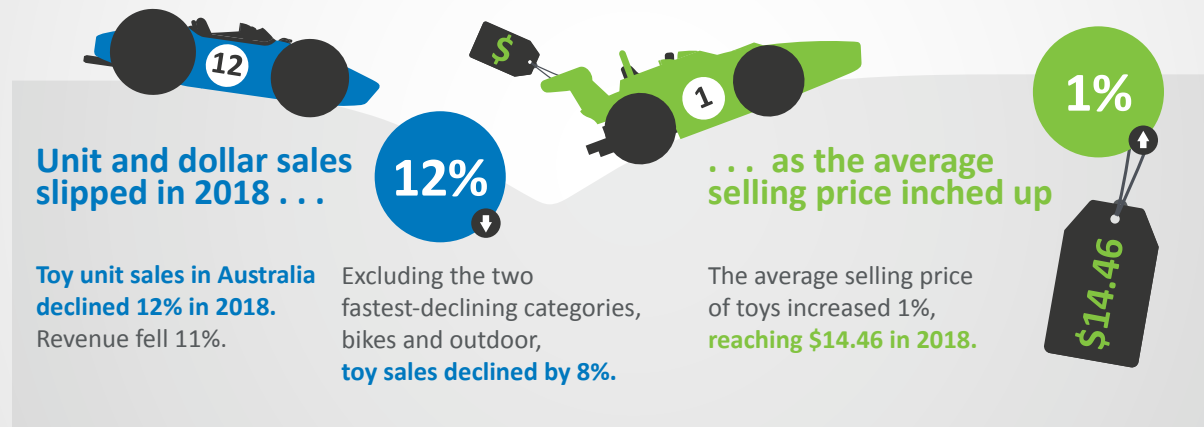


Australia Toys: The State of Play

To monitor and report on what's happening in Australia's toys market, NPD's Oz Toys collects point-of-sale data from all major toy retailers. This information, combined with our analysts' deep industry expertise, delivers a comprehensive view of what's selling, to whom, and where. **Here's a look at the data.**



Growing categories

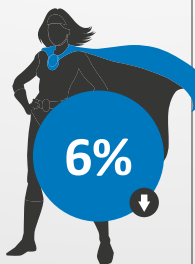
Sales revenue increased in these categories:

Youth electronics | Plush
Drawing and craft supplies | Arts and crafts



Collectibles accounted for 13% of 2018 toy sales.

Led by Funko Pop, Treasure X, and Fortnite, action figure collectibles enjoyed the largest sales gains — but the overall **action figure supercategory still fell 6.5%.**

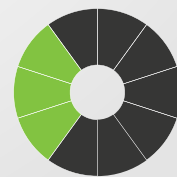


Top 5 sales growth properties

Harry Potter | How to Train Your Dragon
Jurassic Park/World | Fortnite | Funko Pop

New versus old

3 out of the top 10 toys were new entrants for 2018, indicating that established products were still sought after.



NPD's OzToys service reports on value and unit sales and market share, pricing and distribution measures, consumer demographics, purchase drivers, and more. With the most up-to-date sales data and expert analysis, you can separate fads from trends, uncover emerging needs and opportunities, and react quickly to consumer buying behaviours and motivations.

Source: The NPD Group/OzToys, Retail Tracking Service, Dec. 31, 2018 to March 17, 2019, with YOY change

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

