

Nederlandse Speelgoedmarkt - september 2019



gepubliceerd tijdens de bekendmaking
Verkiezing Speelgoed van het Jaar
op 6 november 2019 in Amsterdam



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Overview of the Dutch Toy Market

YTD September 2019

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NPD Industry Expertise



Apparel



Appliances



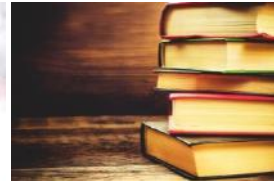
Automotive



B2B Technology



Beauty



Books



Consumer Technology



E-commerce



Fashion Accessories



Food Consumption



Foodservice



Footwear



Home



Juvenile Products



Media Entertainment



Mobile



Retail



Sports



Office Supplies



Toys



Travel Retail



Video Games



Watches / Jewelry

Data-Driven Growth

BEST-IN-CLASS DATA

that represents the most comprehensive and accurate version of the truth

The What

INDUSTRY EXPERTISE AND THOUGHT LEADERSHIP

The So What

PRESCRIPTIVE ANALYTICS

to inform decisions that drive business

The Now What

FOR TANGIBLE CLIENT IMPACT

Retail Tracking

Detailed Toy Sales at retail with support from NPD experts

Entry point for most of our clients, our Retail Tracking service has become the industry currency over the years whether you are monitoring your own performance or the rest of the market

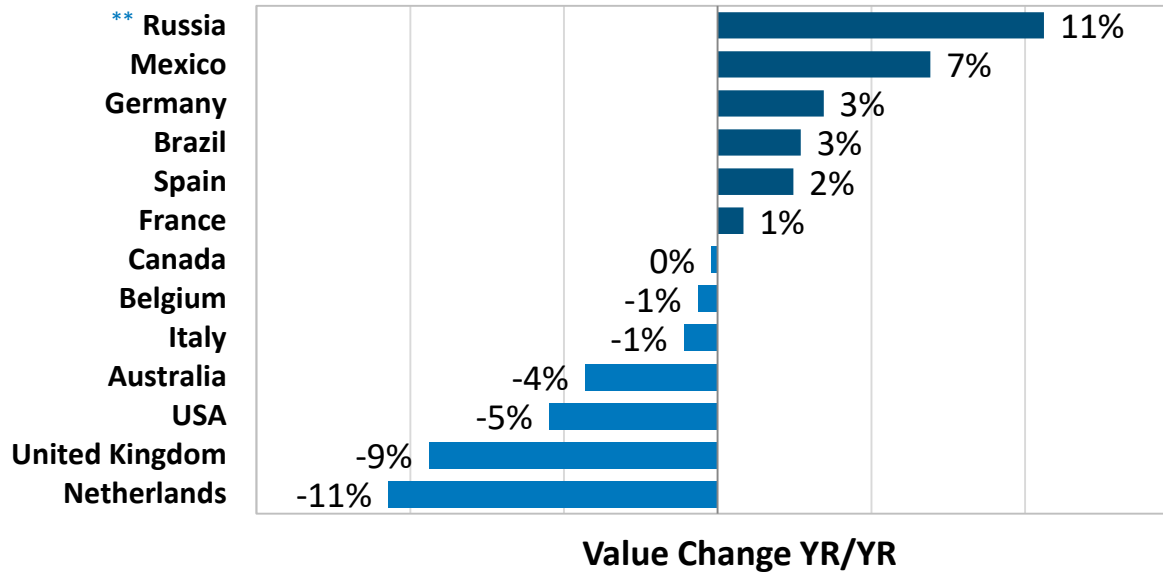
Allows clients and participating retailers to track performance of both their own properties and competitors at retail down to item level, either weekly, monthly, quarterly or once a year

Provides distribution tracking of products and sales velocity which can **support strong numerical arguments for additional listings/spaces with retailers**



Industry growth / decline by country

6/13 countries grew \$ sales YTD September 2019



Note: impact of TRU – Last date TRU accounted for in data: UK 3rd March, US 29th June, AUS 24th June 2018

** Russia New Year's Eve gift-giving holiday sales fell into January 2019 but December 2017

Source: The NPD Group | Retail Tracking Service | G13
\$ Sales adjusted | YTD Sep-19

Key Take Away – The Netherlands

-11%

Toy sales €300M

9/11

Super Categories ↓

#1

LEGO

-16%

Licenses 15%

-17%

Collectibles 8.2%

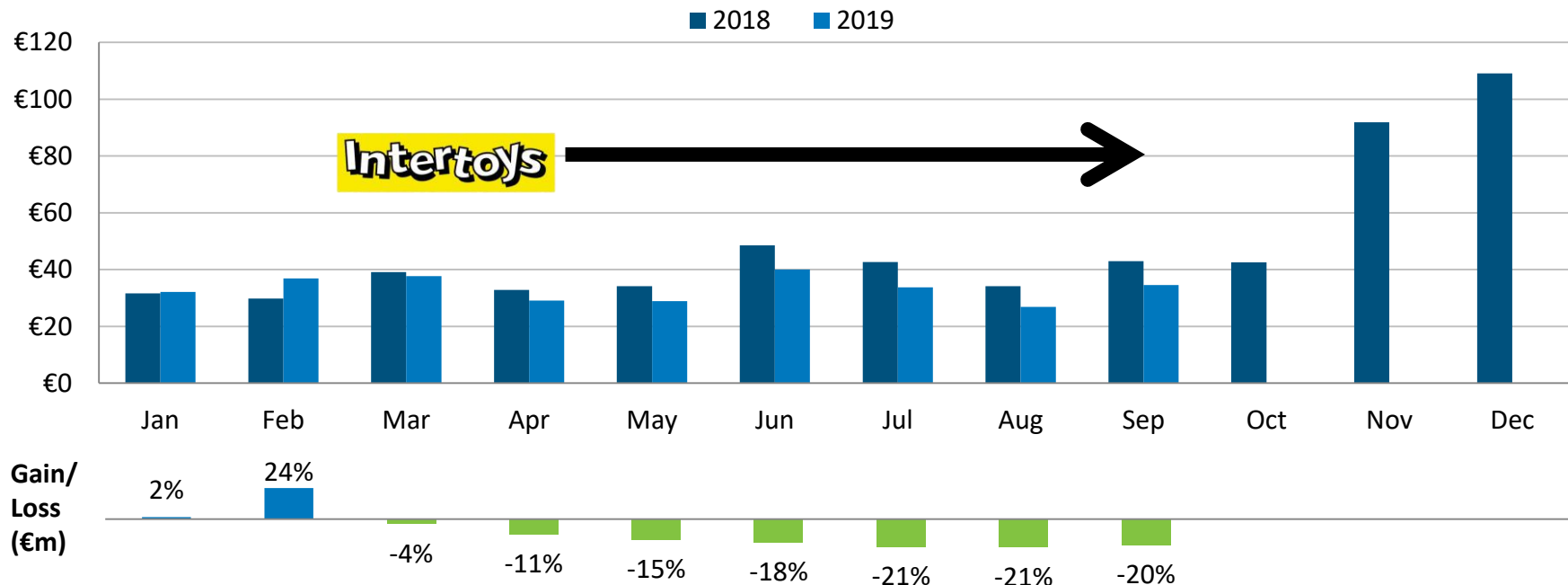
#1

Top Item
LOL! Series 5 Hair Goals 5"

Source: The NPD Group | Retail Tracking Service | NL | YTD Sep-19

Monthly Traditional Toy Sales

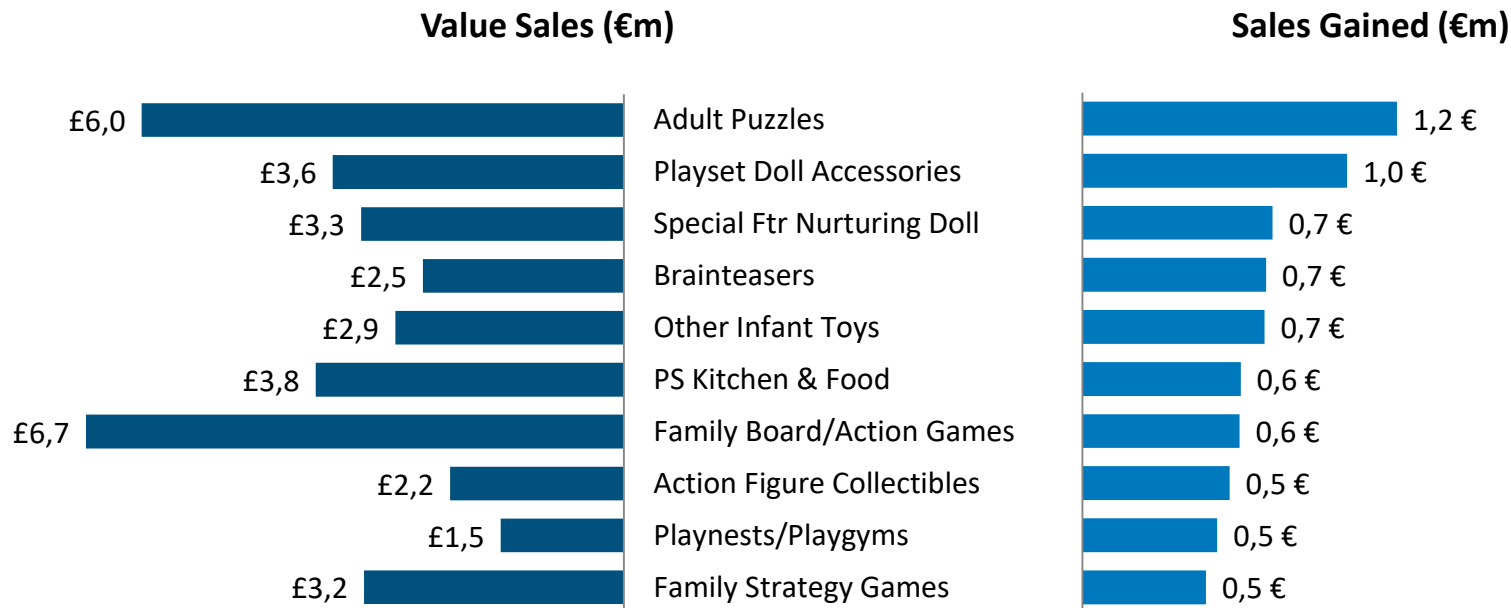
Value (€m) Jan 2018 to September 2019



Source: The NPD Group | Retail Tracking Service | NL | YTD Sep-19

Top 10 Fastest Growing Subclasses - Total Toys

Ranked by value gained

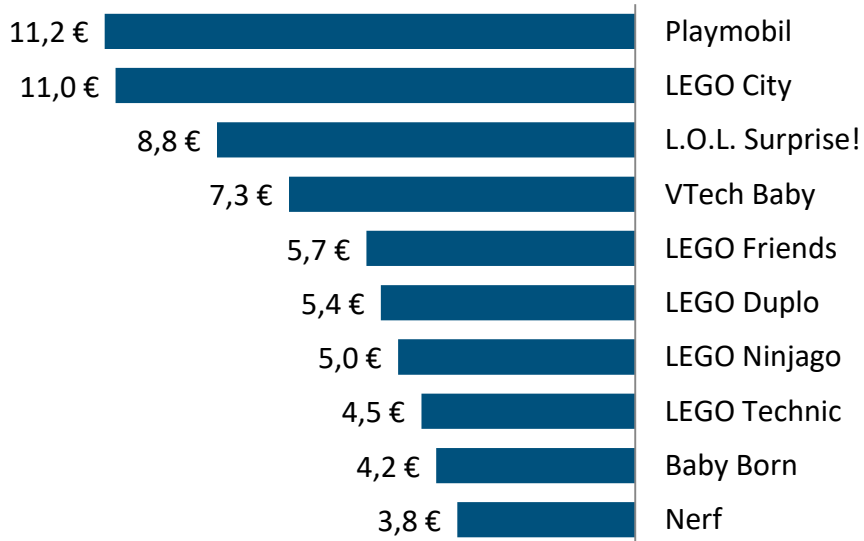


Source: The NPD Group | Retail Tracking Service | NL | YTD Sep-19

Top Properties & Top Gaining Properties

Playmobil #1 property YTD followed closely by L.O.L. Surprise!

Top 10 value (€m)



Top 3 gaining properties (€m)



Source: The NPD Group | Retail Tracking Service | NL | YTD Sep-19

Top New Products Launched in Latest 3M

Ranked by value sold

Rank	Item	Manufacturer
1	L.O.L. Surprise! Sparkle Series With Glitter Finish Assortment	MGA Entertainment (Corp)
2	L.O.L. Surprise! O.M.G. Doll Asst	MGA Entertainment (Corp)
3	Kurio Tab Connect Studio Blue 16 Gb 7"	KD Group (Corp)
4	L.O.L. Surprise! Boys Assortment	MGA Entertainment (Corp)
5	Kurio Tab Connect Studio 100 Pink 16 Gb 7"	KD Group (Corp)
6	Skippy Dance	Fun Promotion
7	Technic Car Transporter 2493 Pieces	The LEGO Group
8	Pokemon Sun And Moon Unified Minds Booster Pack	Asmodee Editions
9	L.O.L. Surprise! 2 In 1 Glamper With 55 Surprises	MGA Entertainment (Corp)
10	Bananas Pack Of 3	Splash-Toys

Source: The NPD Group | Retail Tracking Service | NL | 3M Sep 2019 vs 3M Jun 2019

Thank you

Apparel
Appliances
Automotive
B2B Technology
Beauty
Books
Consumer Technology
E-commerce
Fashion Accessories
Food Consumption
Foodservice
Footwear
Home
Juvenile Products
Media Entertainment
Mobile
Office Supplies
Retail
Sports
Toys
Travel Retail
Video Games
Watches / Jewelry