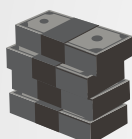


Quick Look at the UK Toy Market

2018: a year of instability



Market size



£3.3
billion

-£246
million



Decrease in
one year

Units



318
million



L.O.L. Surprise!
Pets blind pack

#1 toy for the year²

Collectables were a key driver in 2018, representing **14%** of total British £ Sales, up **32%** and 1 out of 4 toys sold.

+32%

Collectables sales increase versus 2017

Online sales³

(payment online)



Up **8%** in the last 12 months

34%

of toy sales



#1 Toy market in Europe⁴

4th largest market in the world behind the United States, China, and Japan

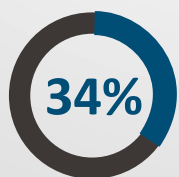


New toys²

There were more than **47,000** new toys launched in 2018

£1.0
billion

at retail



of British toy sales



£319
per annum

2018 Toy spend per child⁴

(children up to age 9)

Average price of toys¹



£10.41

-4% versus 2017

1. The NPD Group/Consumer and Retail Tracking Services 2018

2. The NPD Group/Retail Tracking Service 2018

3. The NPD Group/Consumer Tracking Service 12 months ending Sept. 2018

4. 2017 NPD Global Toy Report

For more information about our toy industry solutions, contact Toys Global Industry Analyst Frédérique Tutt at +33 2 97 28 97 24 or email frederique.tutt@npd.com.

