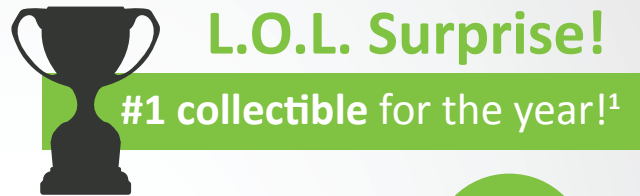


Quick Look: The Dutch Toy Market

2017: Solid growth



Market size



€763
million

Units

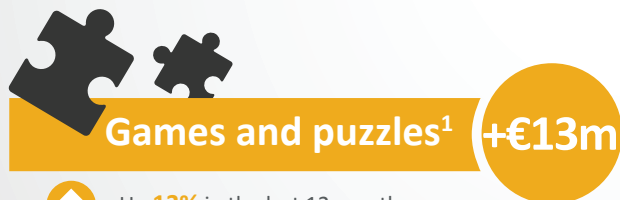


75,4
million

Collectibles were a driver in 2017, representing **6.2%** of total Dutch € Sales, up **36%**.

+36%

Collectibles sales increase versus 2016.



Up **13%** in the last 12 months



Top gaining super category within the last 12 months **+€13m**



The Netherlands are the **7th** toy market in Europe and **19th** largest market in the world.



There were more than **26,197** new toys launched in 2017



at retail



of Dutch toy sales



Average price of toys¹

¹ Source: The NPD Group/Retail Tracking Service 2017

² Source: 2016 NPD Global Toy Report & 2017 Retail Tracking Service

For more information about our toy industry solutions, contact Toys Southern Europe Director Christophe Portal at +33 1 41 97 26 10 or email christophe.portal@npd.com.

