

Quick Look: The British Toy Market

2017: levelling out after an exceptional 2016



L.O.L. Surprise!

#1 toy for the year!²

Collectables were a key driver in 2017, representing **9%** of total British £ Sales, up **17%** and 1 out of 5 toys sold.



Collectables sales increase versus 2016.

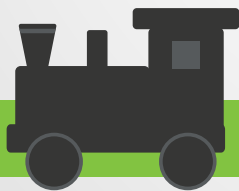
Online sales³



Up **6%** in the last 12 months

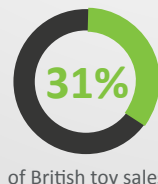
37%

of toy sales



New toys²

There were more than **26,000** new toys launched in 2017



#1

Toy market in Europe⁴

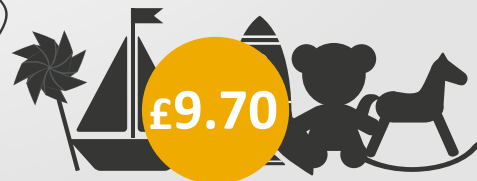
4th largest market in the world behind the United States, China, and Japan.



£339
per annum

2017 Toy spend per child⁴

(children up to age 9)



£9.70

Average price of toys²

1 Source: The NPD Group/Consumer and Retail Tracking Services 2017

2 Source: The NPD Group/Retail Tracking Service 2017

3 Source: The NPD Group/Consumer Tracking Service 12 months ending Sept. 2017

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

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