

BLE 2017

Overview of the European Licensed Toy Market

October 2017

Copyright 2017. The NPD Group, Inc. All Rights Reserved.
This presentation is **proprietary and confidential** and may not be
disclosed in any manner, in whole or in part, to any third party
without the express written consent of NPD.



NPD Credentials

FOUNDED 1966

EMPLOYEES 1300+ Worldwide

**DATA ASSETS
AND
SOLUTIONS** Point-of-sale (scanner) information from more than 1,200 retailers representing approximately 165,000 stores worldwide

More than 12 million consumer interviews conducted annually

Longitudinal panel of more than 1 million consumers tracks buying behavior at the market basket-level, based on receipts for both online and brick-and-mortar retail purchases

Custom research and analytics & modeling focused on identifying drivers of sales and market share. Specific solutions for Marketing Mix, Forecasting, Opportunity Identification, Category Management, Pricing Strategy, and more

**INDUSTRY
EXPERTISE** Apparel, Appliances, Automotive, Beauty, Consumer Electronics, Diamonds, E-commerce, Entertainment, Fashion Accessories, Food Consumption, Foodservice, Footwear, Home, Mobile, Office Supplies, Retail, Sports, Technology, Toys, Video Games, and Watches/Jewelry

CLIENTS More than 2,000 of the world's leading brands and retailers

OPERATIONS In 20 countries in the Americas, Europe, and Asia-Pacific



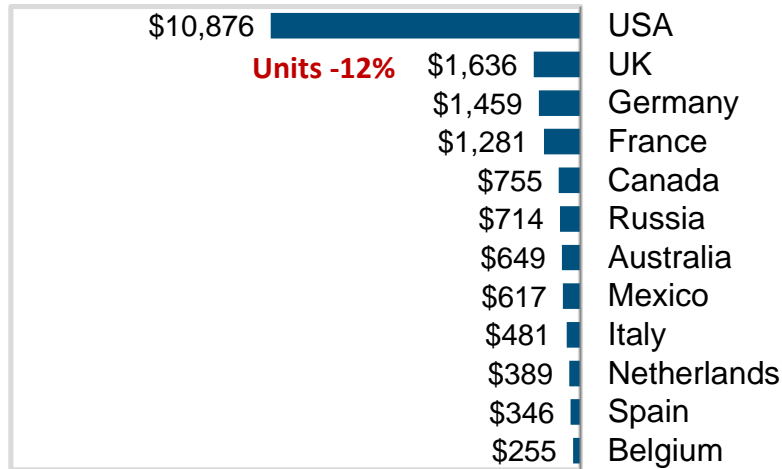
BLE 2017

European Toy Market

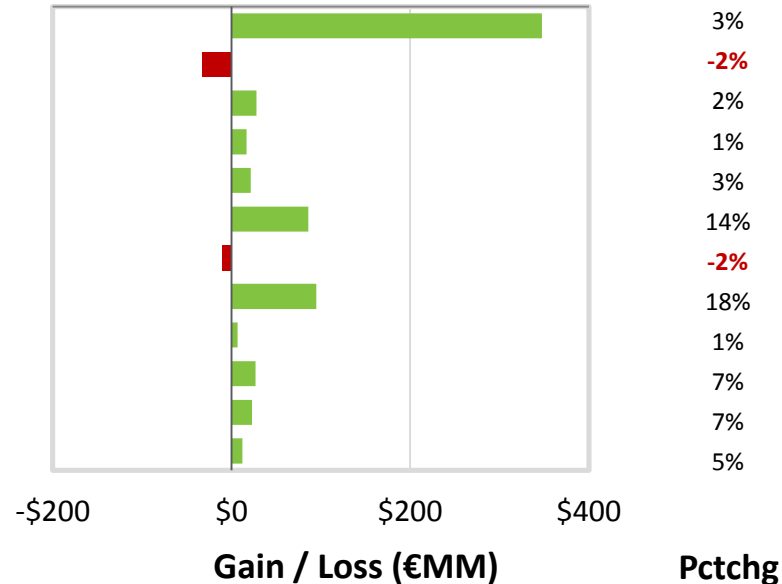


Industry Size & Performance by Country

The industry grew **+3.3%** or **+\$580MM** in the first 8 months to **€19.5BN**
 EU5 up **+0.8%** and worth **\$5BN**.



Sales in €MM

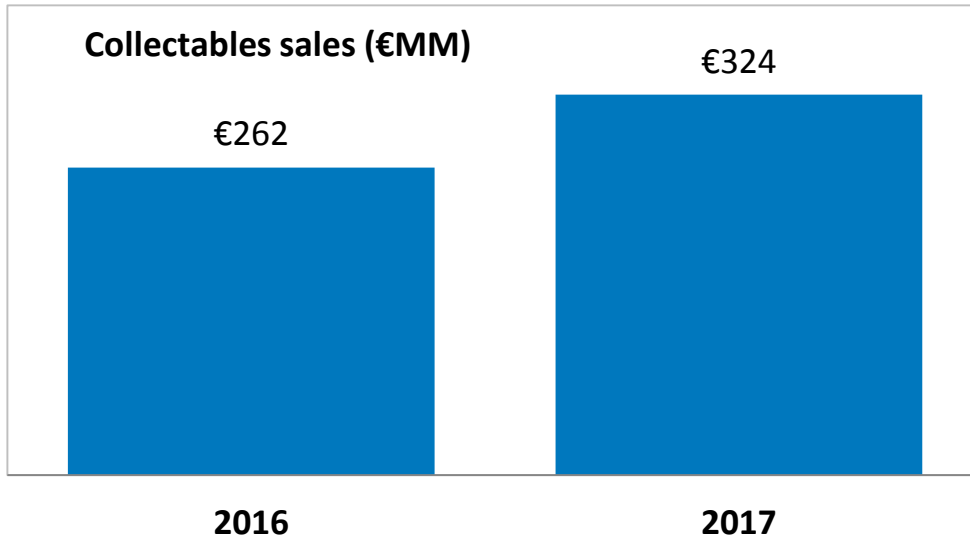


Source: The NPD Group | Retail Tracking Service | G12 | YTD Aug 17

EU5 - Collectables Drive Growth

8.6% @ **+24%** YTD whilst ROM decreased -1%

Licenses are **35%** of all collectables and 26% of all toys



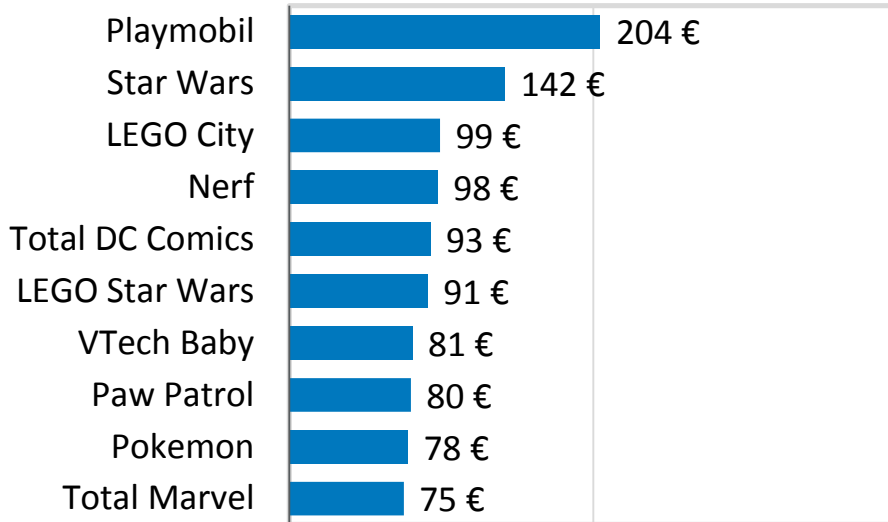
Source: The NPD Group | Retail Tracking Service | YTD Aug-17



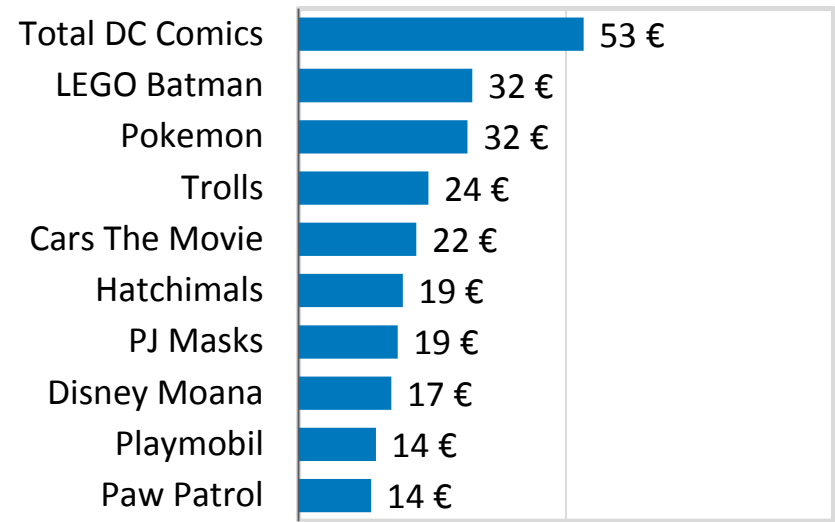
EU5 – Top Properties & Gain Properties

Playmobil the #1 property but DC is the top gain property in EU5 in 2017

Sales in €MM



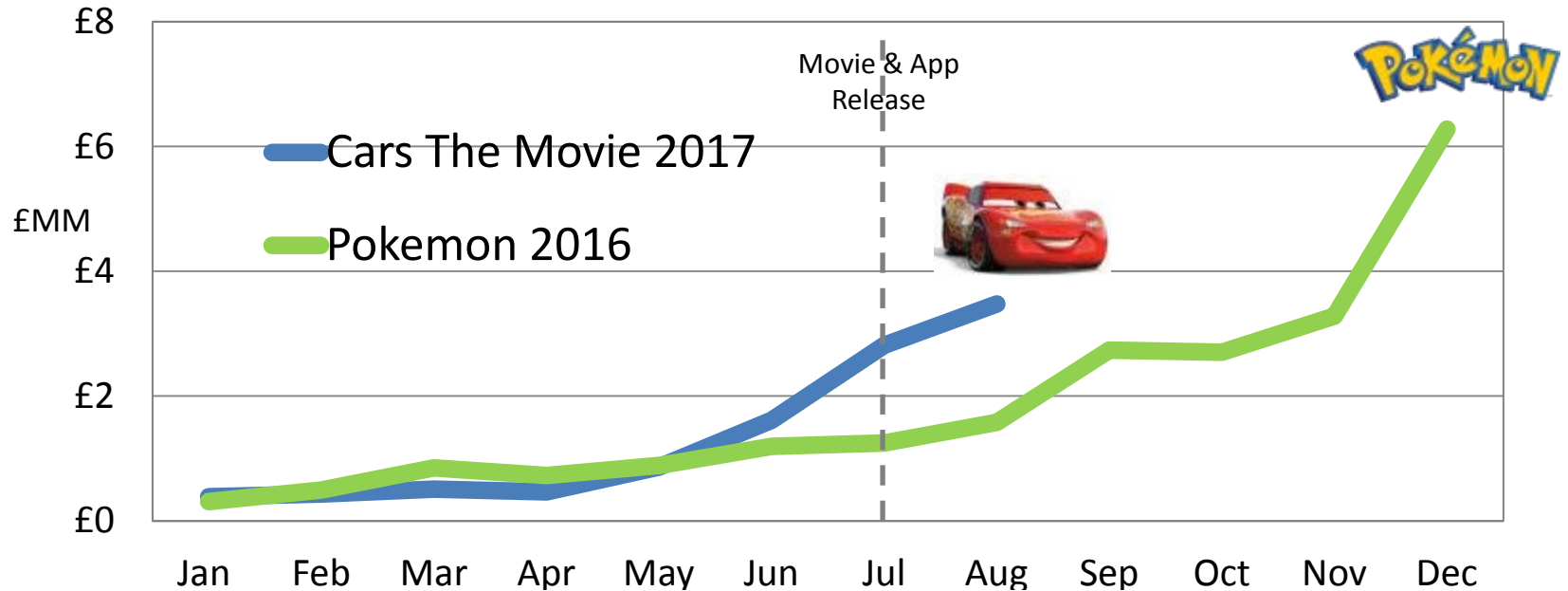
Gain in €MM



Source The NPD Group | Retail Tracking Service | YTD August-17

UK - Pokemon in 16 vs Cars in 17

Is Pokemon the new frame for what an online trend can achieve? Pokemon Go acted like a movie release for toy sales...



Source: The NPD Group | Retail Tracking Service / UK

Boys More Motivated by Content?

Boys

More likely to be influenced by Movies, TV and online.

€26m gain for content in the last 12 months.

Top 3 boys properties are LEGO, Star Wars & PAW Patrol.

19%



Girls

Gained **€3m** for content in the last 12 months.

More likely than boys to be influenced by peers and growing here too.

Top 3 girls properties are Disney Princess, Barbie & Frozen.

16%

% toy value purchased where main driver is TV, Movies or Online

Source: The NPD Group | Consumer Data EU5

BLE 2017

UK Kids Licensed Market

2

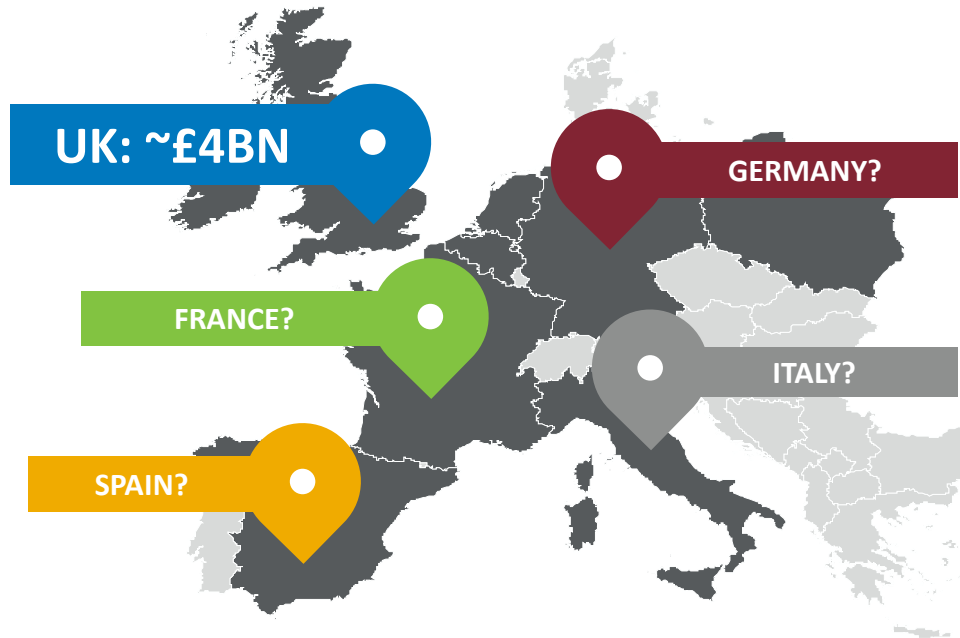
How big is the kids licensed market?

Toys only accounts for 29% of UK licensed spend for kids

UK Kids License Tracker covers adults purchasing of licensed products for children ages 0-14 yrs across 13 categories including Toys, Publishing, Clothing, etc.

Insight from the service covers:

- Top Licensor and property performance
- Category value & performance
- Retailer share & performance
- Recipient demographics (Gender, age)
- Media Influence (Movie, TV, Internet etc)



Kids Licensing Report Categories



Accessories



Clothing



Consumer
Electronics



DVD/Blu Ray



Footwear



Greeting Cards



Health & Beauty
Products



Homeware
(Excl. Furniture)



Party Supplies



Publishing



School
Equipment

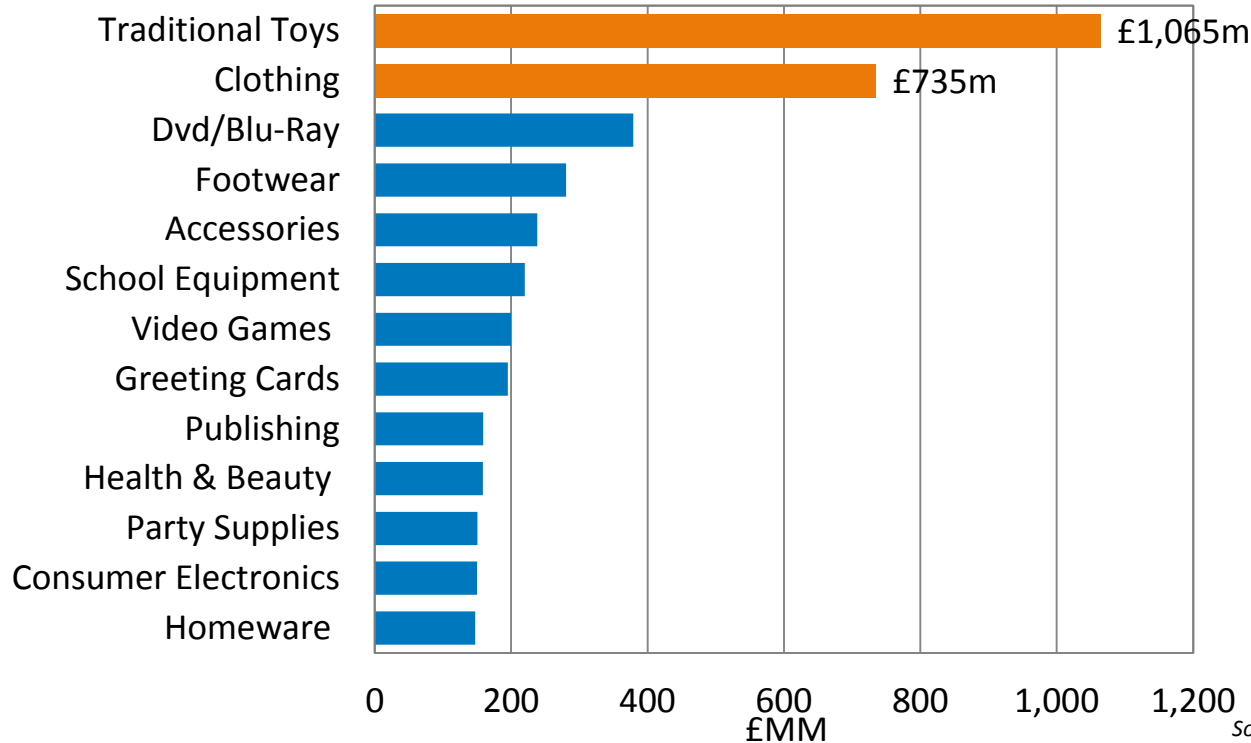


Traditional Toys



Video Games &
Accessories

Which Categories are Most Important?



44%

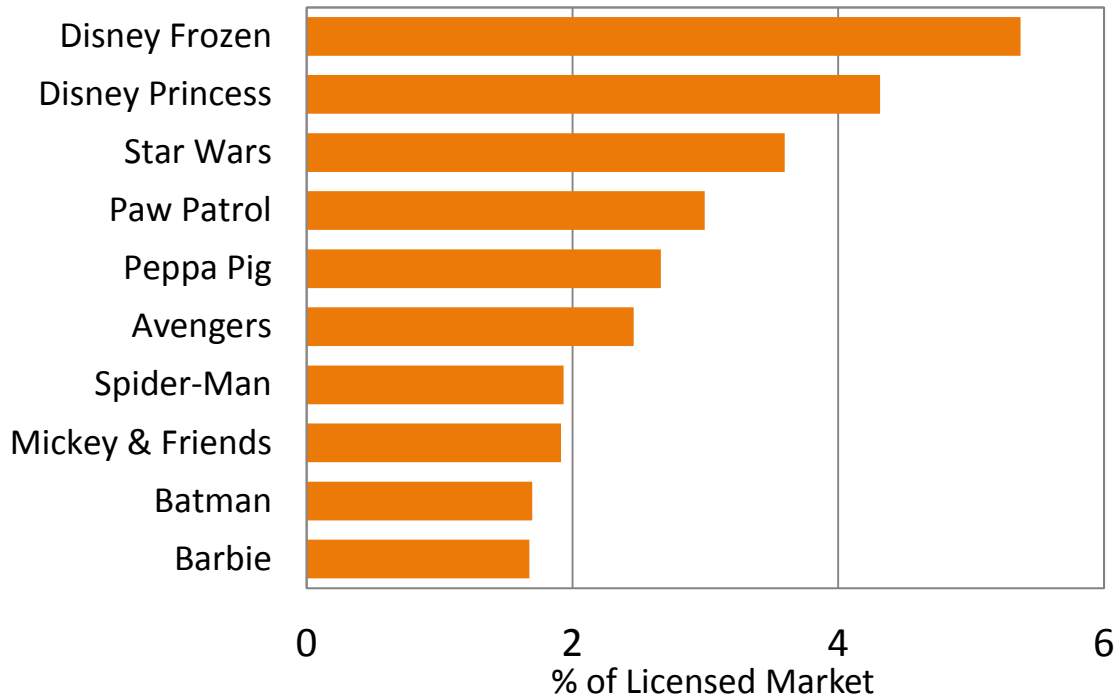
Kids licensed sales from top 2 categories!



Source: The NPD Group | UK Kids License Report

Top 10 Licenses for UK Kids

4 out of the top 10 have clothing as #1 category



#1 category - Clothing



#1 category - Clothing

Source: The NPD Group | UK Kids License Report



Licensed Kids Market

Total spending on 0-14 years licensed product



£4.1bn

Value

No. of licensed product purchased



501m

Units

No. of licensed products every second



16

Licensed products sold every second!

Source The NPD Group | UK Kids License Tracker | 12M to June 2017

Contact



Senior Account
Manager –Toys

RORY PARTIS

P 07796670238

E rory.partis@npd.com

Thank you

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