

UK Toy Market Overview

Full Year 2012 vs 2011 - EPOS Data



AUTOMOTIVE

BEAUTY

ENTERTAINMENT

FASHION

FOOD / FOODSERVICE

HOME

OFFICE SUPPLIES

SPORTS

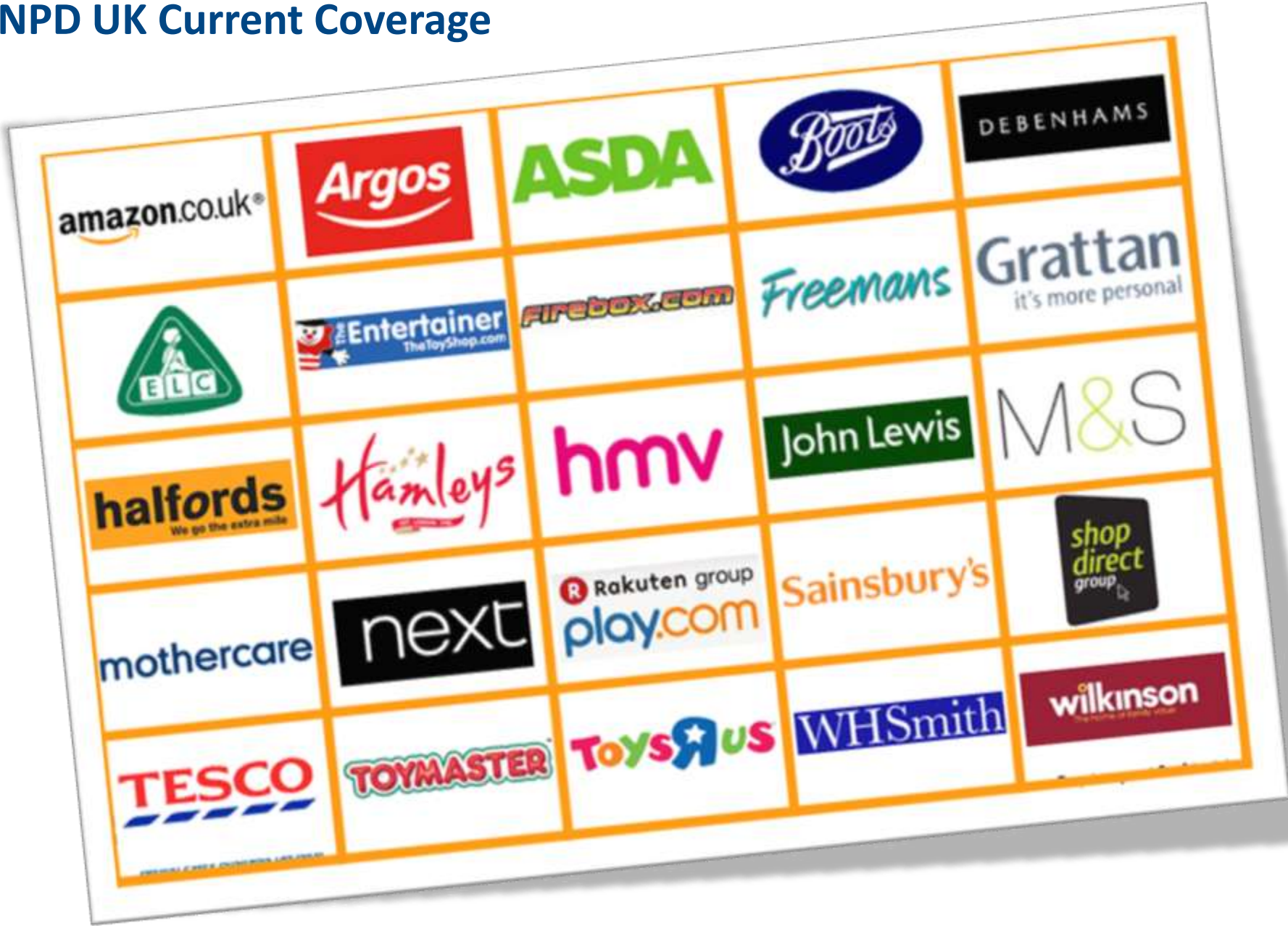
TECHNOLOGY

TOYS

VIDEO GAMES

WIRELESS

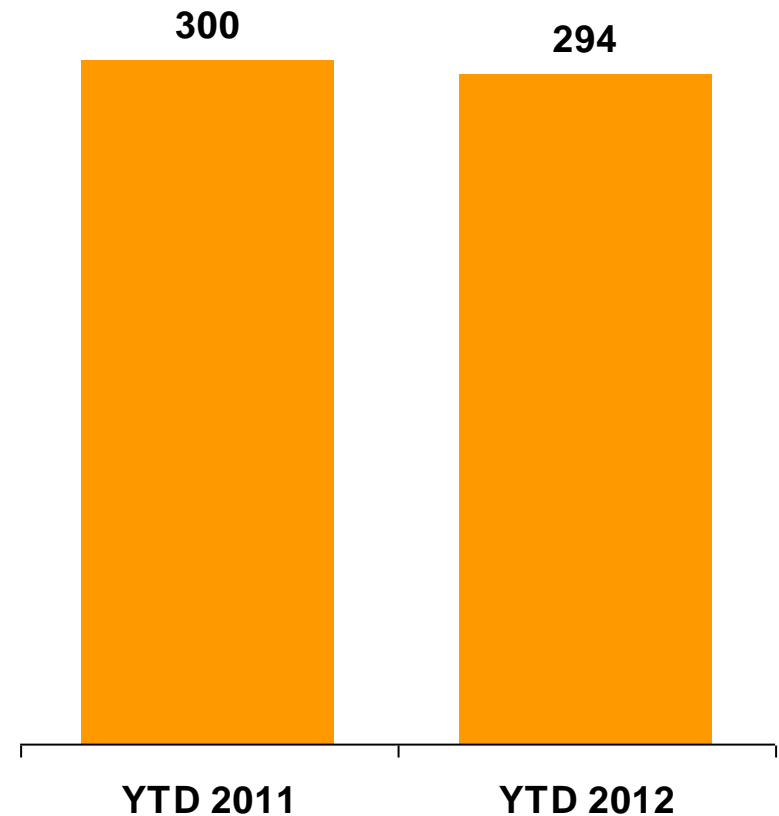
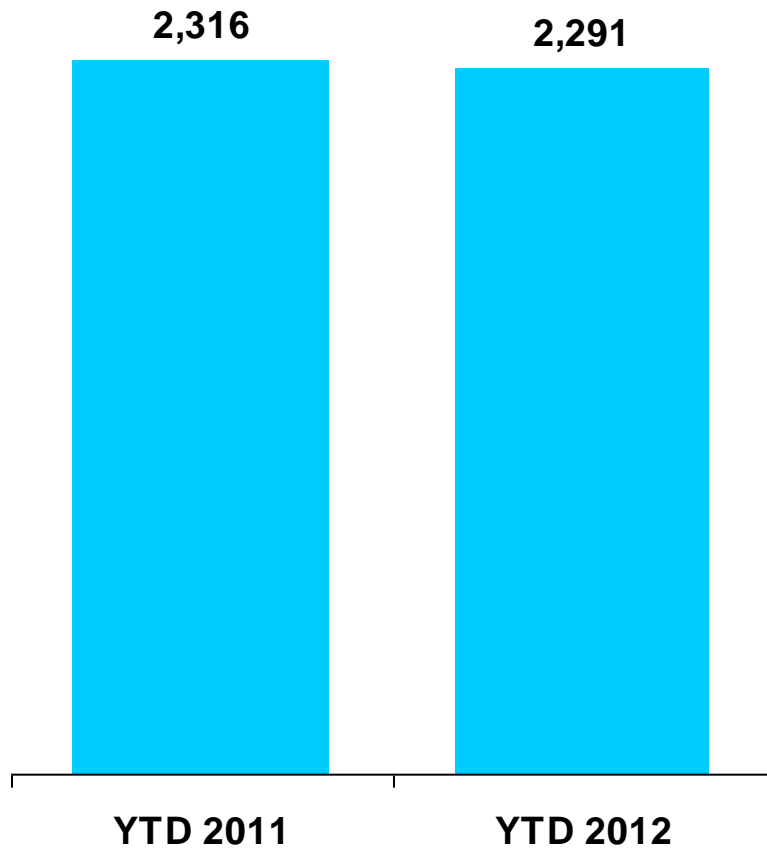
NPD UK Current Coverage



Total Traditional Toy Sales Value (£m) & Units (m) – YTD December 2012 v 11

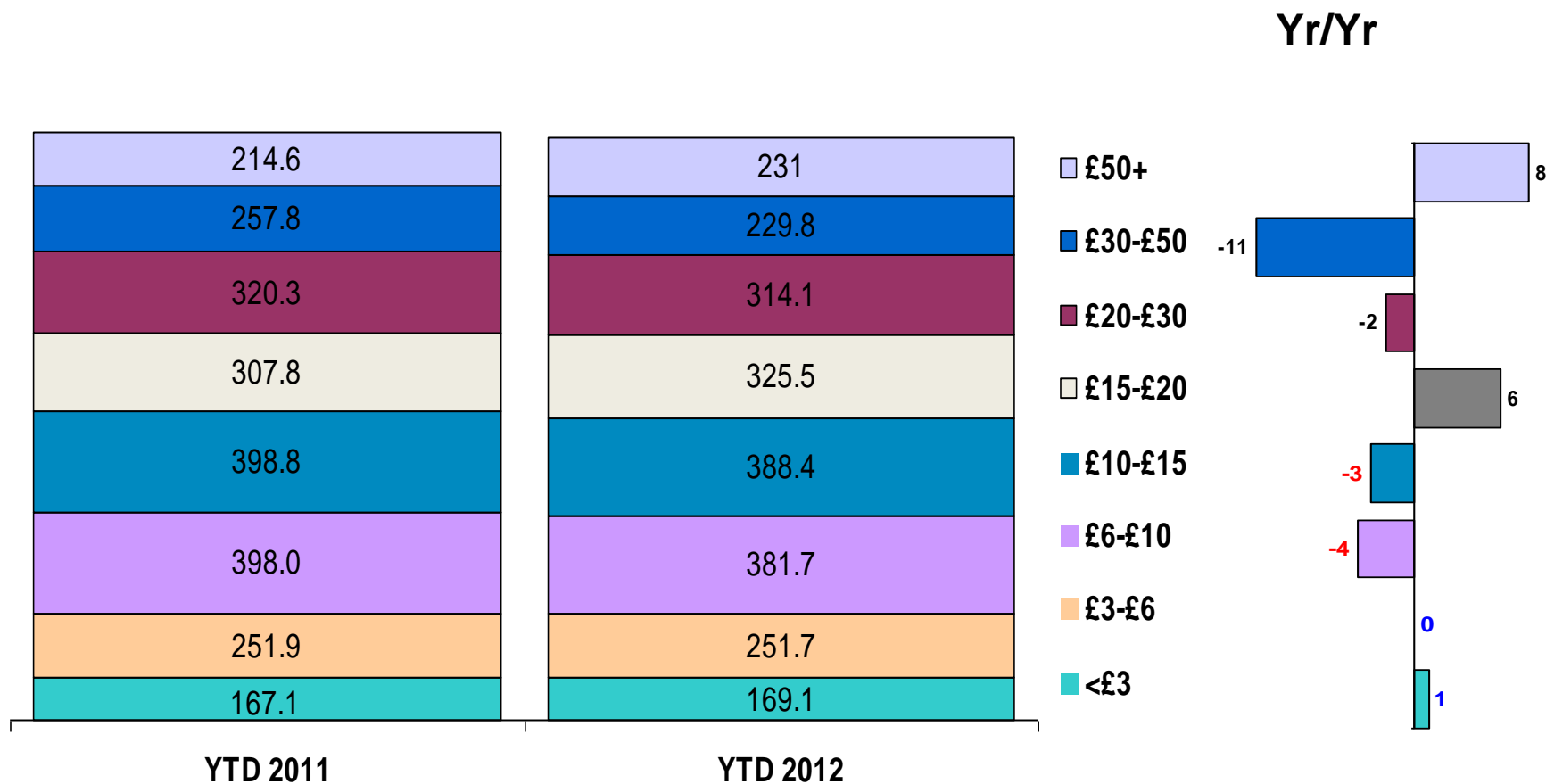
Toys Value: ▼ -1%

Toys Units: ▼ -2%



Value Sales per price point - Traditional Toys

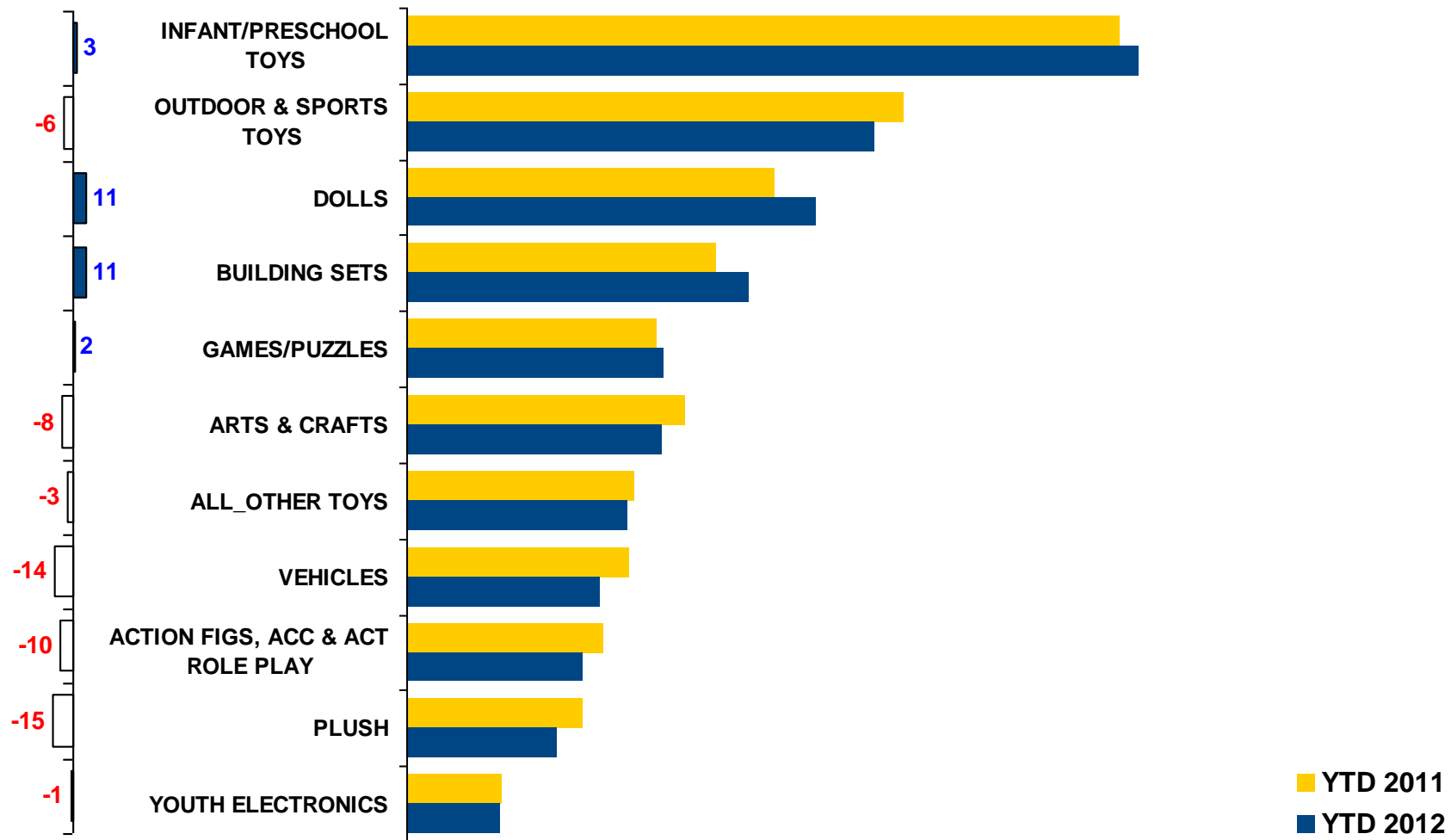
Value (£m) YTD December 2012 v 11



Supercategory Sales

Value (£m) – YTD December 2012 v 11

Yr/Yr



Top 10 Properties in Total Market Value (£) YTD December 2012 v 11

Rank 2011		PROPERTY	
14	1	▲	MOSHI MONSTERS
2	2	▶	STAR WARS
3	3	▶	LEGO CITY
5	4	▲	BARBIE
6	5	▲	DISNEY PRINCESS
9	6	▲	VTECH BABY
4	7	▼	HELLO KITTY & FRIENDS
8	8	▶	NERF
11	9	▲	PEPPA PIG
1	10	▼	CARS THE MOVIE

Top 10 Items in Total Market Value (£) - YTD December 2012 v 11

	Manufacturer	Item
1	LEAPFROG	LEAPPAD EXPLORER TABLET
2	VTECH	INNOTAB LEARNING TABLET
3	TIGER ELECTRONICS HASBRO	FURBY HOT & COOL ASST
4	VIVID IMAGINATIONS	MM MOSHLING FIGURES BLISTER P
5	LEGO	LEGO MINIFIGURES
6	VIVID IMAGINATIONS	MOSHI MONSTERS BLIND BAG ASST
7	VTECH	VTECH KIDIZOOM TWIST DIGITAL
8	MATTEL	MONSTER HIGH DOLL ASST
9	LEGO	CITY GREAT VEHICLES
10	LEAPFROG	LEAPSTER EXPLORER GAME ASST

Top 20 Items in Total Market

Units - YTD December 2012 v 11

	Manufacturer	Item
1	LEGO	LEGO MINIFIGURES
2	VIVID IMAGINATIONS	MOSHI MONSTERS BLIND BAG ASST
3	MATTEL	HOT WHEELS BASIC CAR ASST
4	VIVID IMAGINATIONS	MM MOSHLING FIGURES BLISTER P
5	PANINI	EURO 2012 STICKERS
6	TOPPS	MOSHI MONSTERS MASH UP T CARD
7	TOPPS	MATCH ATTAX 2012 TCG
8	TOPPS	MATCH ATTAX BOOSTER 12 13
9	LEGO	TEAM GB MIN FIGURES
10	MATTEL	CARS 2 CHARACTER CLIPSTRIP AS

Thank You



Industries

Automotive
Beauty
Entertainment
Fashion
Food / Foodservice
Home
Office Supplies
Sports
Technology
Toys
Video Games
Wireless

Countries

Australia
Austria
Belgium
Brazil
Canada
China
France
Germany
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Portugal
Russia
Spain
Sweden
United Kingdom
United States

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