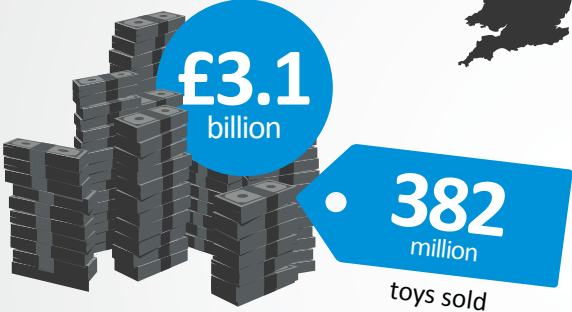


Quick Look: The British Toy Market

Great Britain is the largest European toy market.

Great Britain toy market size*



Toy spend per child*

£300

(children up to age 11)



37

toys received per annum

Seasonality*

Christmas sales =



Online sales*

% of online sales for toy market:



Top new brand**

in 2015

Paw Patrol

*Source: The NPD Group/Consumer Tracking Service, rolling 12 months to June 2015
** Source: The NPD Group/Retail Tracking Service, YTD to 3 October 2015

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.

