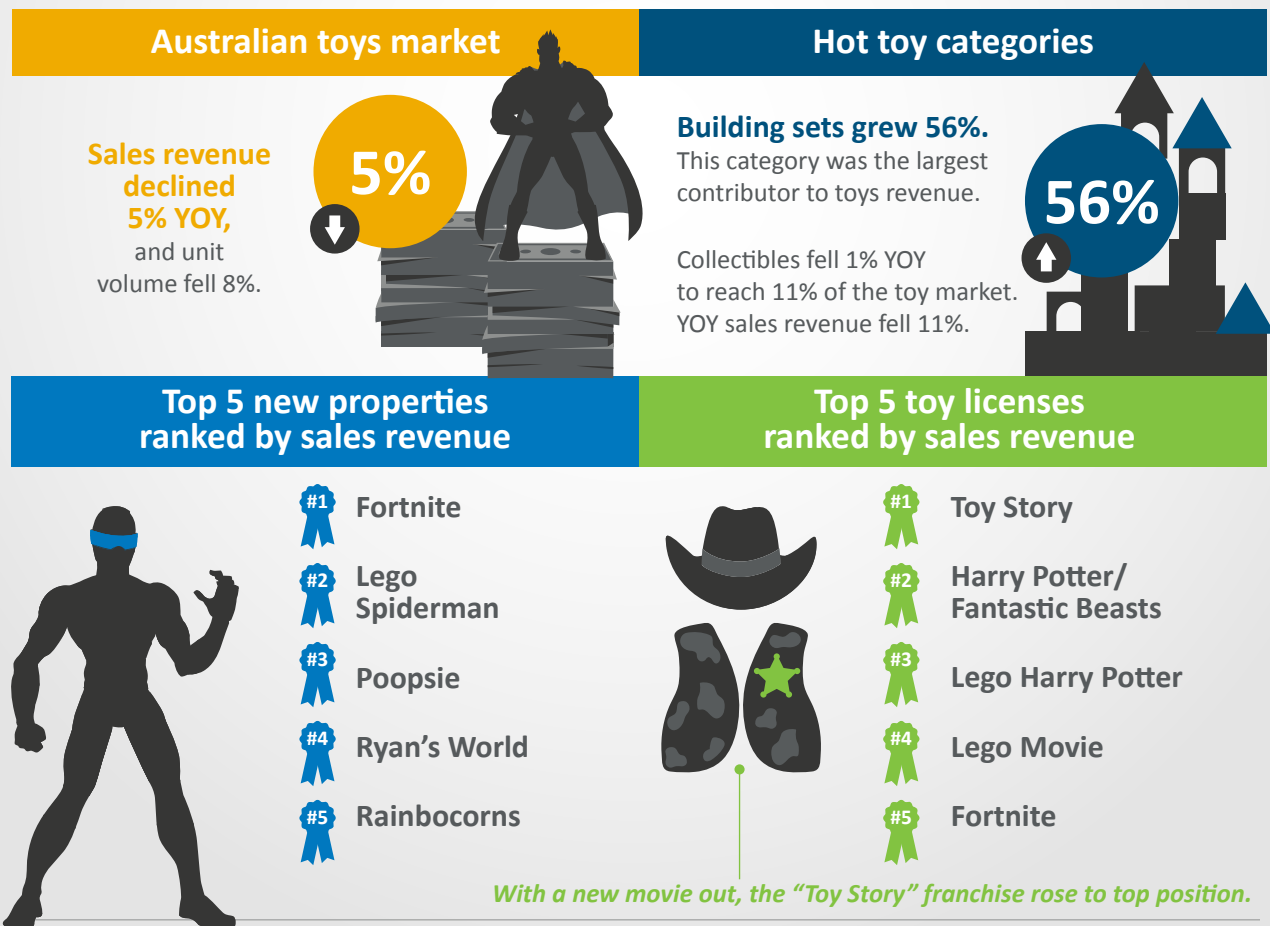


What's Hot in the Cooling Australian Toys Market?

The overall toy market declined in the first seven months of 2019, though the industry showed some signs of improvement in June and July, thanks to the mid-year toy sale. **Take a closer look.**



You need comprehensive point-of-sale data about toys in Australia — and the know-how to understand and monitor trends. The NPD Group delivers the only point-of-sale and online consumer panel survey data on toys in Australia, supporting your data-driven growth.

Source: The NPD Group/Retail Tracking Service, Australia, January – July 2019 versus 2018

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