

Canadian Toy Market: Continued Growth in 2022

After three years of record-breaking growth, 2022 was another banner year for the Canadian toy industry. Despite significant economic challenges, consumers once again demonstrated how much they value the toy industry, generating \$2.39 billion in retail sales. **Take a closer look ...**

Record-breaking Growth

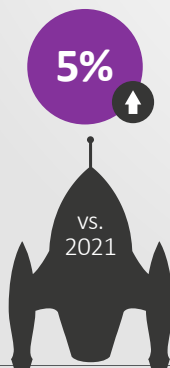


+9%
CAGR

Driven by 8%
ASP growth
and 1% unit
sales growth

2022 Trends

Average
Selling Price:
\$19.06

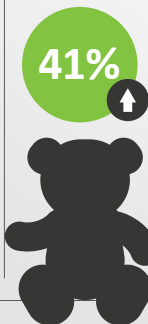


Top-growing Categories

Action Figures
and Accessories



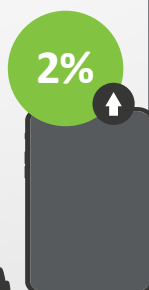
Plush



Vehicles



Youth
Electronics



Top 10 Properties

- Pokémon
- Squishmallows
- Star Wars
- Hot Wheels
- Barbie
- L.O.L. Surprise!
- Marvel
- Paw Patrol
- Fisher-Price
- LEGO Star Wars



These properties collectively
grew 3%, while the rest
of market was flat

Navigate the Canadian toy market's changing landscape with accurate and up-to-date information. Get the complete view about your products' sales with our best-in-class **Retail Tracking Service** so you can identify growth opportunities for your business.

Source: The NPD Group/Retail Tracking Service, Canada Toys

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

