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

<table>
<thead>
<tr>
<th>Year</th>
<th>ASP Growth</th>
<th>Unit Sales Growth</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>19%</td>
<td>5%</td>
<td>+9%</td>
</tr>
<tr>
<td>2021</td>
<td>9%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>1%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

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

2022 Trends

Average Selling Price:
$19.06

Top-growing Categories
- Action Figures and Accessories: 41%
- Vehicles: 8%
- Youth Electronics: 2%

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 the 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.