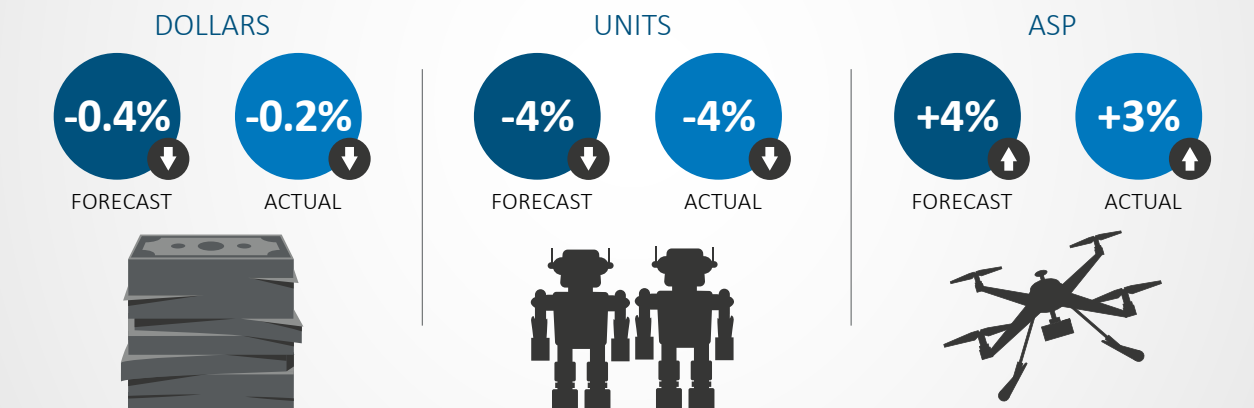


2022 Toy Sales Forecast Results

As economic uncertainty transforms the toy market and consumer behavior, it's critical to know what the future may hold. Our U.S. toy sales forecast **delivered results within one point of accuracy** across dollars, units, and average selling price (ASP) in 2022.

2022 U.S. Toy Sales Forecast Results



Although dollars and units softened later than expected, **our full-year forecast ended on target.**



ASP suffered more than anticipated in Q3 due to heavy promotions, but it strengthened in Q4 to make **our full-year forecast nearly exact.**

The **Future of Toys** is your interactive look into the future. Its category-specific forecasts give you a trusted, third-party check on the decisions you've made and those you're considering. **Find out how the market will perform, who is buying, and where they are buying.**

Source: The NPD Group/Future of Toys, U.S.

Questions? Contact your account representative or email contactnpd@npd.com.

