

Paw Patrol's Cross-entertainment Success

From 2015 to 2018, Paw Patrol generated \$1.37B in revenue across the entertainment categories of DVDs, books, toys, and video games. In 2018 alone, the property brought in a total of \$390M in the U.S., 148% growth compared to 2015. **Here's a closer look...**

U.S. Toys



In 2015, Paw Patrol ranked **14th** among total toy revenue. It was the **7th highest** revenue-earning property in 2018.

The most popular Paw Patrol toys have been the **Basic Vehicle & Pup Assortment** and the **Paw Patroller**.

U.S. Books



From 2015 to 2018, Paw Patrol generated **\$70M** from book sales alone.

The most successful book releases for Paw Patrol were **All Paws on Deck!** and **My Busy Book**.

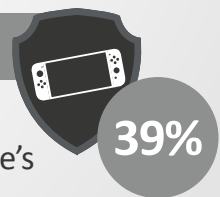
U.S. Media Entertainment



From 2015 to 2018, the property generated **\$61M** from physical DVD sales.

The most successful DVD releases for the property have been the **original season** and **Winter Rescues**.

U.S. Video Games



The Nintendo Switch version accounts for **39%** of the game's physical sales so far – it's the property's strongest platform.

The latest venture for the property was its foray into the video games market on consoles and PC. **Paw Patrol: On a Roll!** was released on the Nintendo Switch, PlayStation 4, Xbox One, and PC in October 2018.

Paw Patrol's continued strong performance demonstrates its lasting appeal with kids, and it also highlights the importance of offering content across different entertainment forms so you can engage deeply with your audience. This property is poised for its strongest year ever, backed by its expanding cross-entertainment product strategy.

Source: The NPD Group / Retail Tracking Service, 12 ME Dec. 2018

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