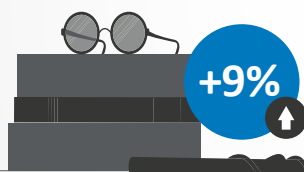


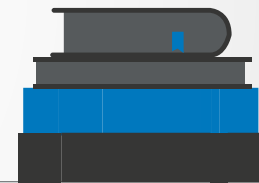
# The Evolution of the Harry Potter Franchise

Harry Potter is one of the most successful licenses in entertainment history to date. More than two decades after the first installment of the book series was published, it remains an evergreen property, selling more than \$100M in copies each year from 2017 through 2020. This franchise is a prime example of how the launch of new products in a single category can positively impact the larger product mix. **Here's a closer look ...**

## Evergreen Book Sales



In 2020, the Harry Potter series had annual growth of +9% in the U.S.



## Cross-category Boost



In 2017, Harry Potter-related **toy sales were largely driven by action figures and board games.**

In July 2018, when new Harry Potter building sets were released, **Harry Potter book sales grew +21%** and DVD/Blu-ray sales grew +200%.



## DVD/Blu-ray Sales Surge

**Harry Potter: Complete 8-Film Collection (2011 release) sales grew +85% in 2020**, nearly 10 years after the final film's premiere.

DVD/Blu-ray sales grew +85% in Q4, a dramatic turnaround after declining -33% in Q4 2019. The title grew +52% in 2020 — the #1 bestselling title in Q4.

While no two franchises are alike, it's important to understand how successful intellectual properties perform and maximize opportunities to engage and evolve with their audiences. The NPD Group's entertainment expertise — built on best-in-class data, thought leadership, and unparalleled analytics — equips industry leaders to grow their businesses in a rapidly changing environment. Get a holistic view across books, media entertainment, toys, and video games with robust insights and unmatched industry expertise.

*Source: The NPD Group/Retail Tracking Service, NPD BookScan™ (MSRP value), and VideoScan®*

Get more insights like this. Contact Sheryl Harkins at 312-282-8266 or email [sheryl.harkins@npd.com](mailto:sheryl.harkins@npd.com).

