

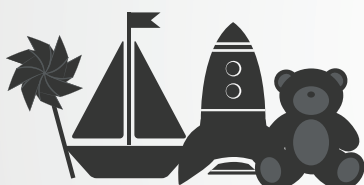
# Quick Look: The British Toy Market

Great Britain is the largest toy market in Europe.

Dear Santa...\*

61%

of UK toy spend for Christmas was chosen by the giver rather than from children's wishlists.



That number was **45%** in Europe (FR, GE, SP, IT, and Britain)

Seasonality\*

Christmas sales =

£1.2 billion

or

34%

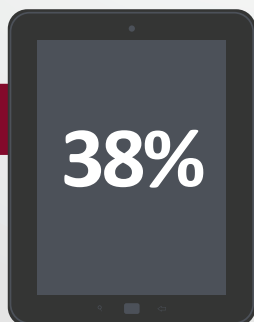
of annual spend

Online sales\*

% of online sales for toy market

Almost **half** of online sales were **click and collect**.

38%



Toy spend per child for Christmas:\*

£121

(children up to age 11)



11

toys received at Christmas



**L.O.L. Surprise (MGA)**

**#1 collectable** for the year!\*\*

**Collectables** have been a key driver of growth in 2017. They represent **9%** of total British £ sales and account for **1** out of **5** toys sold.

+24%

Increase in sales of **collectables** vs 2016.

\*Source: The NPD Group/Consumer Tracking Service, rolling 12 months to June 2017

\*\* Source: The NPD Group/Retail Tracking Service, YTD September 2017

For more information about our toy industry solutions, contact Toys Global Industry Analyst Frédérique Tutt at +33 2 97 28 97 24 or email [frederique.tutt@npd.com](mailto:frederique.tutt@npd.com).

