

Quick Look: The French Toy Market

2017: A season below expectations



Beyblade

#1 toy for the year!¹

Beyblade is **#1 Action Figures** property with their Single Battling Toy, representing **19%** of the action figures category.

19%

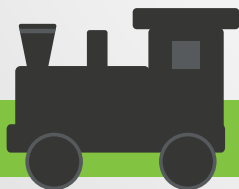
Online sales²



Up **10%** in the last 12 months

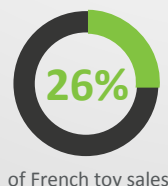
26%

of toy sales



New toys¹

There were more than **24.200** new toys launched in 2017



#5

Toy market in World³

5th largest market in the world behind the UK, the United States, China and Japan.



317€
per annum

2017 Toy spend per child³

(children up to age 9)



16.30€

Average price of toys¹

1 Source: The NPD Group/Retail Tracking Service 2017 - 75% coverage rate

2 Source: The NPD Group/Consumer Tracking Service 12 months ending Sept. 2017

3 Source: 2016 NPD/ICTI Global Toy Report

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.

