

**ANNUAL U.S. DOMESTIC TOY SALES DATA**  
**Rolling Report**

| ANNUAL U.S. SALES DATA                    |                 |                 |                 |                 |                 |                |                |                |                |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|----------------|
| SUPERCATEGORY                             | 2011            | 2010            | 2009            | 2008            | 2007            | 2006           | 2005           | 2004           | 2003           |
| Action Figures, Accessories and Role Play | \$1.3 B         | \$1.4 B         | \$1.7 B         | \$1.6 B         | \$1.5 B         | \$1.4 B        | \$1.5 B        | \$1.3 B        | \$1.3B         |
| Arts & Crafts                             | \$2.7 B         | \$2.8 B         | \$2.8 B         | \$2.5 B         | \$2.6 B         | \$2.7 B        | \$2.6 B        | \$2.6 B        | \$2.6B         |
| Building Sets                             | \$1.6 B         | \$1.3 B         | \$1.1 B         | \$0.9 B         | \$0.7 B         | \$0.7 B        | \$0.7 B        | \$0.6 B        | \$0.6 B        |
| Dolls                                     | \$2.7 B         | \$2.5 B         | \$2.4 B         | \$2.6 B         | \$3.0 B         | \$3.1 B        | \$3.2 B        | \$2.8 B        | \$2.9B         |
| Games/Puzzles                             | \$2.1 B         | \$2.3 B         | \$2.5 B         | \$2.4 B         | \$2.3 B         | \$2.4 B        | \$2.5 B        | \$2.7 B        | \$2.7B         |
| Infant/Preschool Toys                     | \$3.2 B         | \$3.3 B         | \$3.3 B         | \$3.2 B         | \$3.2 B         | \$3.4 B        | \$3.3 B        | \$3.1 B        | \$3.1B         |
| Youth Electronics                         | \$525 MM        | \$0.5 B         | \$0.6 B         | \$0.9 B         | \$1.0 B         | \$1.0 B        | \$0.9 B        | \$0.9 B        | \$0.8 B        |
| Outdoor & Sports Toys                     | \$2.8 B         | \$2.8 B         | \$2.7 B         | \$2.7 B         | \$2.9 B         | \$3.0 B        | \$2.9 B        | \$2.9 B        | \$2.9B         |
| Plush                                     | \$1.3 B         | \$1.7 B         | \$1.4 B         | \$1.6 B         | \$1.4 B         | \$1.4 B        | \$1.4 B        | \$1.6 B        | \$1.7B         |
| Vehicles                                  | \$1.6 B         | \$1.6 B         | \$1.7 B         | \$1.8 B         | \$2.3 B         | \$2.1 B        | \$2.1 B        | \$2.1B         | \$2.2B         |
| All Other Toys                            | \$1.3 B         | \$1.4 B         | \$1.2 B         | \$1.3 B         | \$1.4 B         | \$1.6 B        | \$1.6 B        | \$2.3 B        | \$2.1B         |
| <b>TOTAL TRADITIONAL TOY INDUSTRY*</b>    | <b>\$21.2 B</b> | <b>\$21.7 B</b> | <b>\$21.4 B</b> | <b>\$21.6 B</b> | <b>\$22.2 B</b> | <b>\$22.7B</b> | <b>\$22.7B</b> | <b>\$23.0B</b> | <b>\$22.9B</b> |

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[The NPD Group](#)

900 West Shore Road  
 Port Washington, NY 11050

**Contact**

David Riley  
 (516) 625-2277  
[david.riley@npd.com](mailto:david.riley@npd.com)