

**State of the U.S. Toy Industry  
Rolling Report**

SUPERCATEGORY	ANNUAL DOMESTIC SALES DATA							
	2010	2009	2008	2007	2006	2005	2004	2003
<b>Action Figures, Accessories and Action Role Play</b>		\$1.6 B	\$1.5 B	\$1.5 B	\$1.4 B	\$1.5 B	\$1.3 B	\$1.3B
<b>Arts &amp; Crafts</b>		2.8 B	\$2.6 B	\$2.6 B	\$2.7 B	\$2.6 B	\$2.6 B	\$2.6B
<b>Building Sets</b>		1.1 B	\$878.5 M	\$699.5 M	\$684.8 M	\$695.8 M	\$604.9 M	\$581.8M
<b>Dolls</b>		2.6 B	\$2.7 B	\$3.0 B	\$3.1 B	\$3.2 B	\$2.8 B	\$2.9B
<b>Games/Puzzles</b>		\$2.4 B	\$2.3 B	\$2.3 B	\$2.4 B	\$2.5 B	\$2.7 B	\$2.7B
<b>Infant/Preschool Toys</b>		\$3 B	\$3.0 B	\$3.2 B	\$3.4 B	\$3.3 B	\$3.1 B	\$3.1B
<b>Youth Electronics</b>		\$765.2 M	\$917 M	\$1.0 B	\$1.0 B	\$861.9 M	\$895.5M	\$848.7M
<b>Outdoor &amp; Sports Toys</b>		\$2.6 B	\$2.7 B	\$2.9 B	\$2.9 B	\$2.9 B	\$2.9 B	\$2.9B
<b>Plush</b>		\$1.5 B	\$1.7 B	\$1.4 B	\$1.4 B	\$1.4 B	\$1.6 B	\$1.7B
<b>Vehicles</b>		\$1.8 B	\$1.9 B	\$2.3 B	\$2.1 B	\$2.1 B	\$2.1B	\$2.2B
<b>All Other Toys</b>		\$1.4 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>\$21.5 B</b>	<b>\$21.6 B</b>	<b>\$22.3 B</b>	<b>\$22.7B</b>	<b>\$22.7B</b>	<b>\$22.9B</b>	<b>\$22.9B</b>
<b>Video Games**</b>		<b>\$19.7 B</b>	<b>\$21.4 B</b>	<b>\$18.0 B</b>	<b>\$12.5B</b>	<b>\$10.5B</b>	<b>\$9.9B</b>	<b>\$10.0B</b>

\* Source: The NPD Group / Consumer Panel Tracking

\*\* Source: The NPD Group / Retail Tracking Service

**DATA COMPILED BY:  
IN CONJUNCTION WITH:**

The NPD Group, 900 West Shore Road, Port Washington, NY 11050 (www.npd.com)  
Toy Industry Association, Inc.

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**CONTACT:**

David Riley, (516.625.2277; David\_Riley@npd.com)