

# Canada Toys Snapshot

## Summer Blockbusters 2017

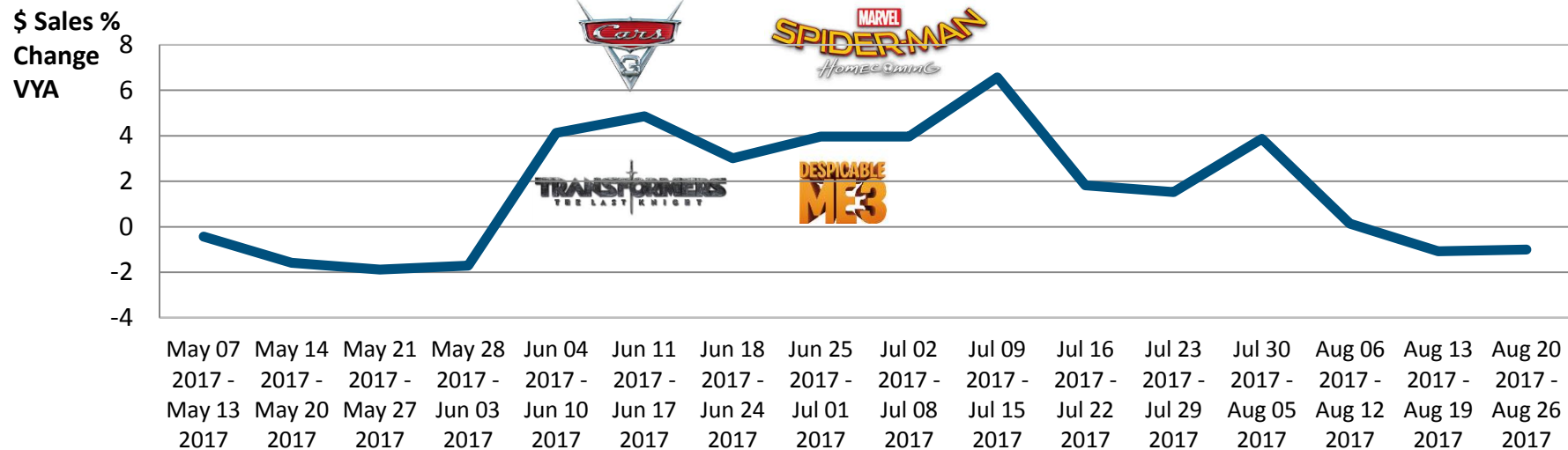
**October 2, 2017**

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# Summer movie releases grew the toy market

The toy industry declined in May, due in part to lower-than-average temperatures. June growth jumped with the release of Cars 3 The Movie through Spiderman Homecoming.

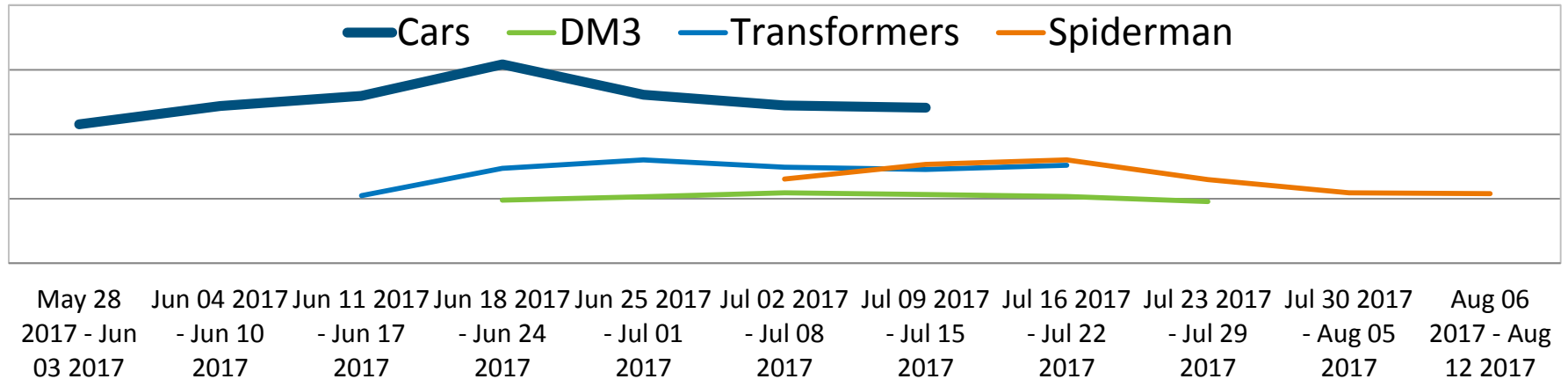


Source: The NPD Group/Retail Tracking Service/Weekly Retail Tracking Service

# Toy sales spiked the week after the movie release

Cars 3 toy sales won the summer movie battle with over \$3 million for 6 weeks (2 weeks prior and 4 weeks after movie release). Transformers and Spiderman achieved just over half of Cars 3 toy sales. Of the 4, DM3 generated the least sales.

\$ Sales  
(000's)



Source: The NPD Group/Weekly Retail Tracking Service

# QUESTIONS?

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