

Mattel Inc in Toys and Games

August 2023

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STATE OF PLAY

Mattel remains in seventh place in 2022

North America continues to dominate Mattel's global sales

Growth slows for Mattel in 2022 after the demand spike seen a year earlier

Market momentum the main growth driver for Mattel over 2019-2022

North America accounts for more than half of Mattel's global sales

Dolls and accessories tends to be a key category in most markets for Mattel

EXPOSURE TO FUTURE GROWTH

The US will dominate Mattel's new sales in 2022-2025

Electronic Arts will be the main mover in the coming years

Mattel looking to achieve 100% recycled, recyclable or bio-based plastic materials by 2030

COMPETITIVE POSITIONING

Video games players continue to dominate the top 10 rankings

Mattel continues to have its biggest competitive sales overlap with Hasbro

Mattel's biggest share is in model vehicles, Hasbro's in action figures and accessories

Playing nice – Mattel and Hasbro enter into licensing agreements

Mattel leads model vehicles in more than 20 countries

Barbie, Hot Wheels, Fisher-Price are the global number one brands in a number of categories

DOLLS AND ACCESSORIES

Great hopes resting on the Barbie movie

MODEL VEHICLES

Model vehicles is Mattel's second largest asset after dolls

Hot Wheels Unleashed 2 – Turbocharged set for an autumn 2023 launch

KEY FINDINGS

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Projected company sales: FAQs

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