The NPD Group Presents Seventh Annual U.S. Toy Industry Performance Awards at New York Toy Fair

Leading global information company, The NPD Group, announced the winners of this year’s U.S. Toy Industry Awards given to the manufacturers of the top-selling property and toy of 2018 in the United States, as well as the top-selling toys by supercategory.

PORT WASHINGTON, N.Y. (PRWEB) -- The NPD Group, a leading global information company, today announced the winners of this year’s U.S. Toy Industry Awards, which were shared with the recipients at New York Toy Fair. Now in its seventh year, the awards were given to the manufacturers of the top-selling property and toy of 2018 in the United States, as well as the top-selling toys by supercategory, according to NPD’s Retail Tracking Service.

“These awards celebrate not only the toys that performed well at retail over the past year, they also recognize the creativity and talent of the manufacturers that brought these amazing products to market,” said Kimberly Magnus, President, U.S. Toys, The NPD Group. “Congratulations to all award winners. We wish you continued success in 2019.”

Source: The NPD Group/ Retail Tracking Service, U.S. Dollar Sales, January-December 2018

About The NPD Group, Inc.
NPD offers data, industry expertise, and prescriptive analytics to help our clients grow their businesses in a changing world. Over 2000 companies worldwide rely on us to help them measure, predict, and improve performance across all channels, including brick-and-mortar and e-commerce. We have offices in 27 cities worldwide, with operations spanning the Americas, Europe, and APAC. Practice areas include apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys, travel retail, games, and watches/jewelry. For more information, visit npd.com and npdgroupblog.com. Follow us on Twitter: @npdgroup @npd_entertain.
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