

Sales by Key Categories ¥100million	FY2020	FY2021	FY2022	FY2023	
	Actual	Actual	Actual	Actual	Change
Preschool Includes TOMICA, PLARAIL, baby & preschool items, etc	191	221	237	264	+27
Fashion toys Includes LICCA dolls, collection toys, Narikiri, etc.	89	93	84	69	-15
Action toys Includes TRANSFORMERS, BEYBLADE, TCG, etc.	269	308	289	292	+3

-Figures of management accounts for TOMY products (including Japan, Asia and export)

TOPICS

【Preschool】

For TOMICA, sales were strong for the “Dream TOMICA” series, which incorporates content that is popular among a wide demographic, as well as the “TOMICA Premium” series, which reproduces real cars to the greatest extent possible .

For PLARAIL series, in addition to the products for children, “PLARAIL REAL CLASS” was launched for adults as a start for the series in June, aiming to provide both the “fun to display” and the “fun to run.”

【Fashion toys】

Sales of LICCA doll declined. Products related to “Punirunes” gained in popularity, while the launch of a new sensation digital pet-care game, “Tobidase! Cubits (Bitzee)” in July 2023 was well received.

【Action toys】

Sales of BEYBLADE X, the fourth generation of BEYBLADE, started in July 2023.

The product has drawn attention from children and adults alike, and with the start of a TV animation series in October 2023 and other factors , its popularity has spread.

TRANSFORMERS did not achieve the expected level of exports, mainly due to the impact of adverse overseas toy markets, despite the launch of toys related to movie characters.