



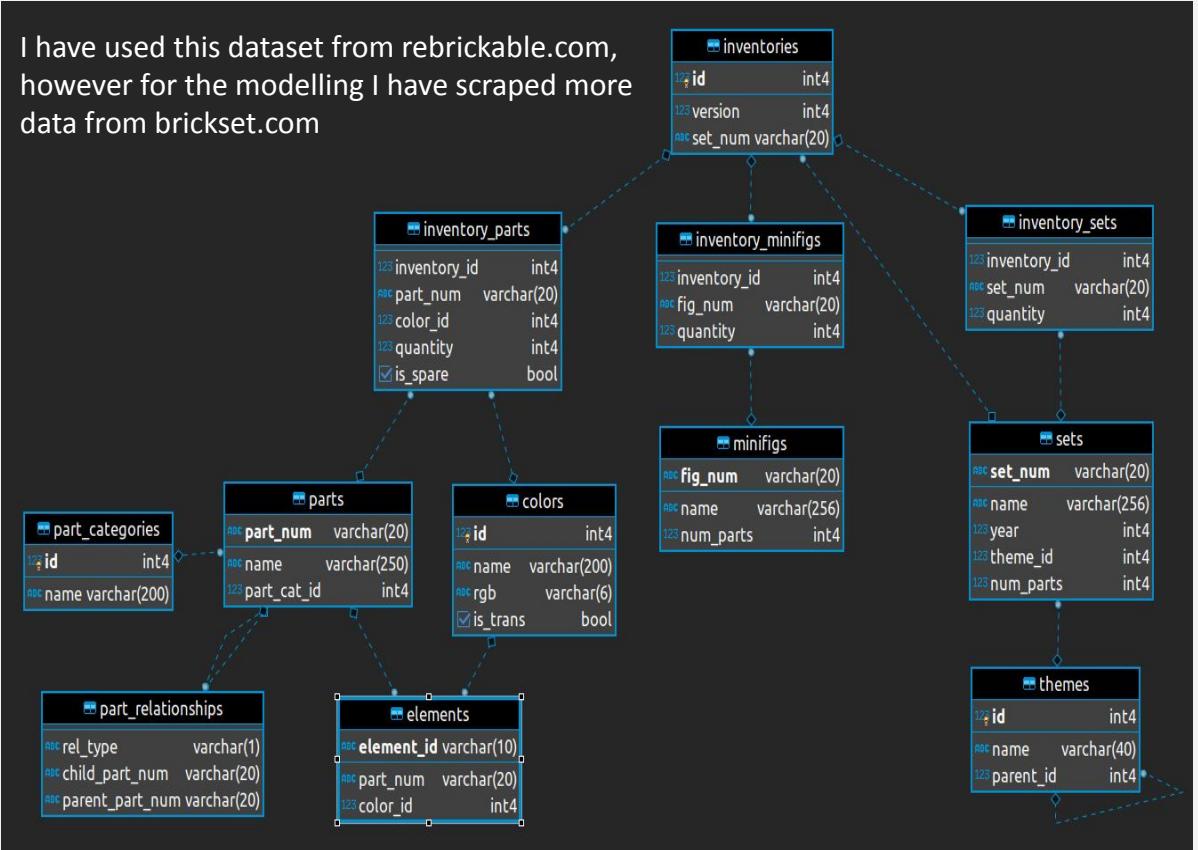
Brief History of the world's favourite toy



Introduction and the dataset



I have used this dataset from rebrickable.com, however for the modelling I have scraped more data from brickset.com



LEGO comes from Billund, Denmark and the name is an abbreviation of the two Danish words “leg godt”, which means “play well”

How did LEGO evolve over the years?



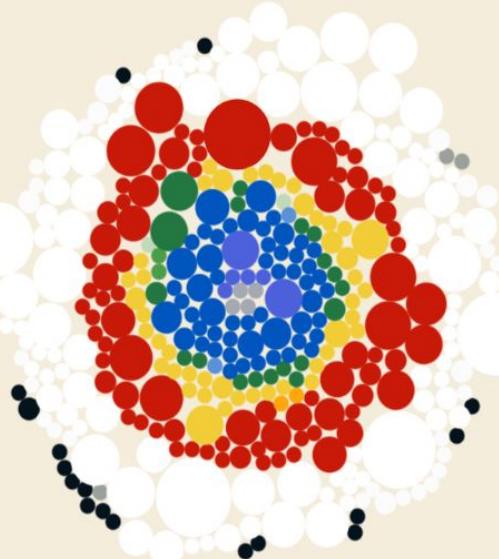
Has LEGO become more colorful?



By today it has over 100 individual colors including the 5 shiny metallic and 15 transparent colors

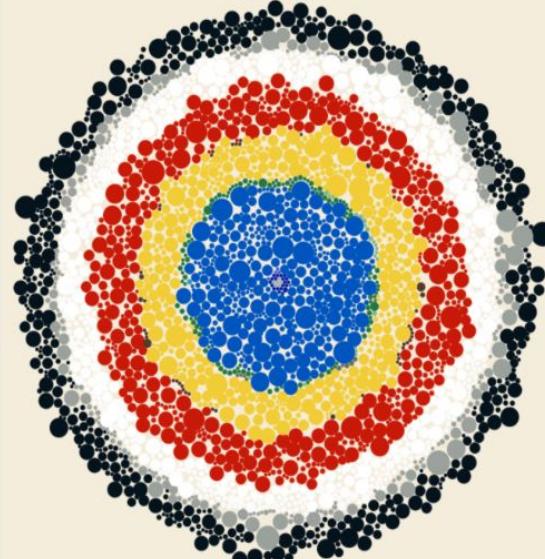
1949-1955

14 COLOR CHOICES



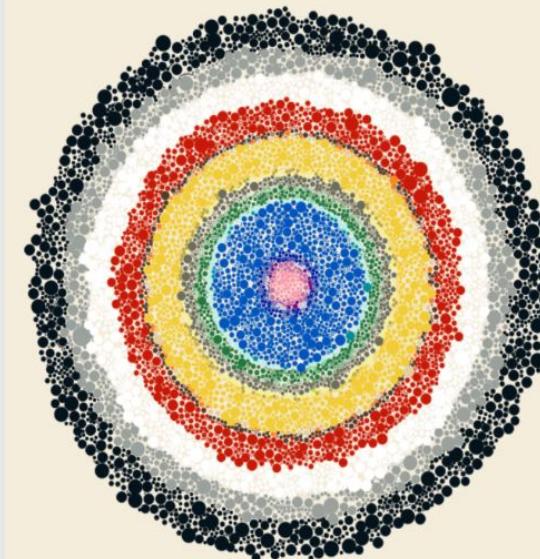
1956-1970

18 COLOR CHOICES



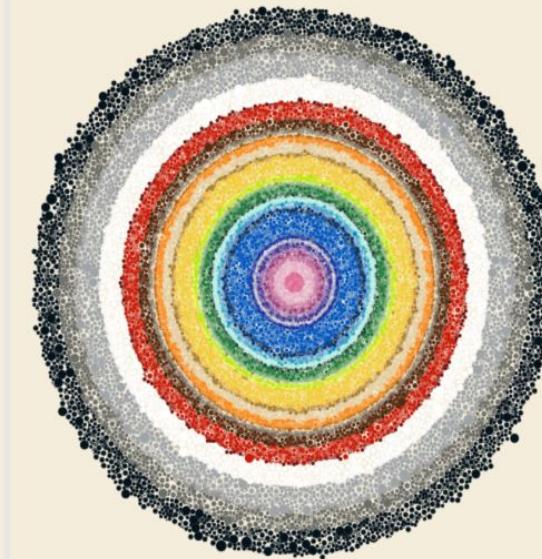
1971-1990

58 COLOR CHOICES



2010-

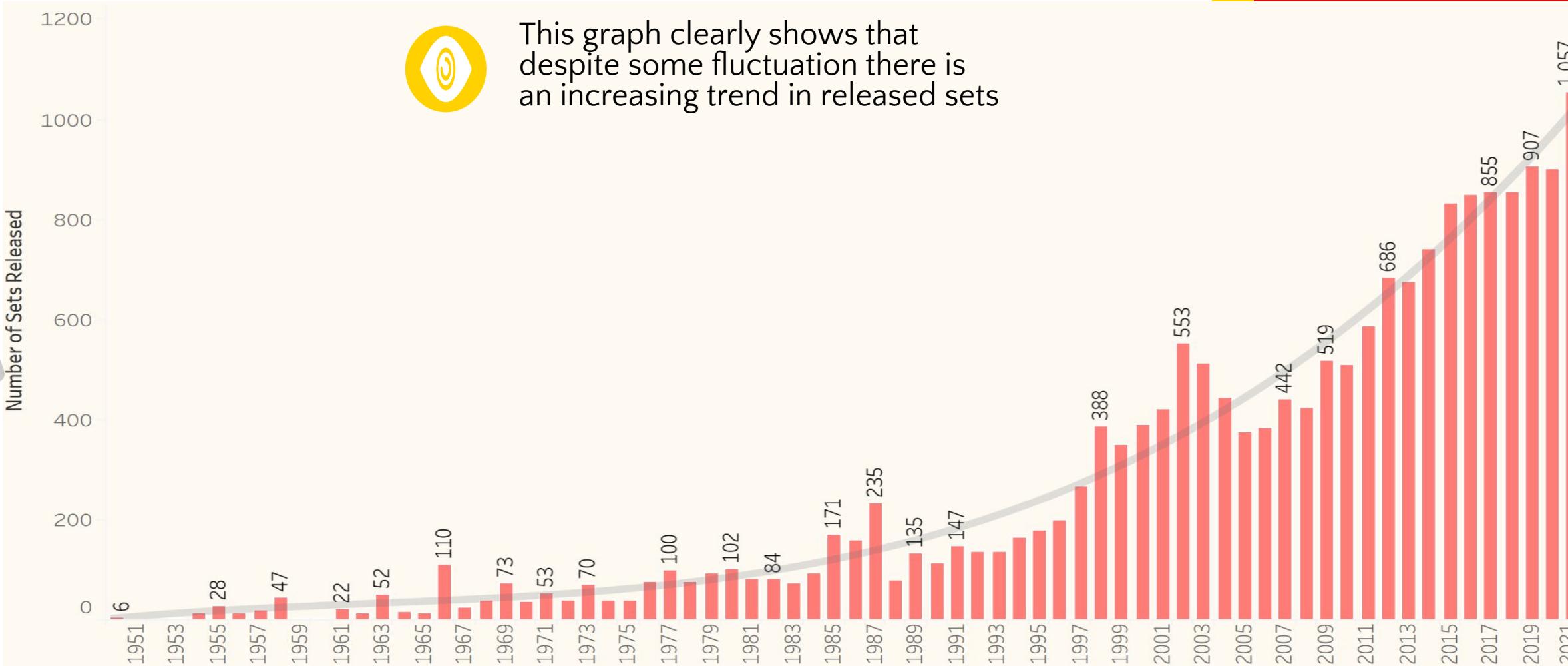
84 COLOR CHOICES



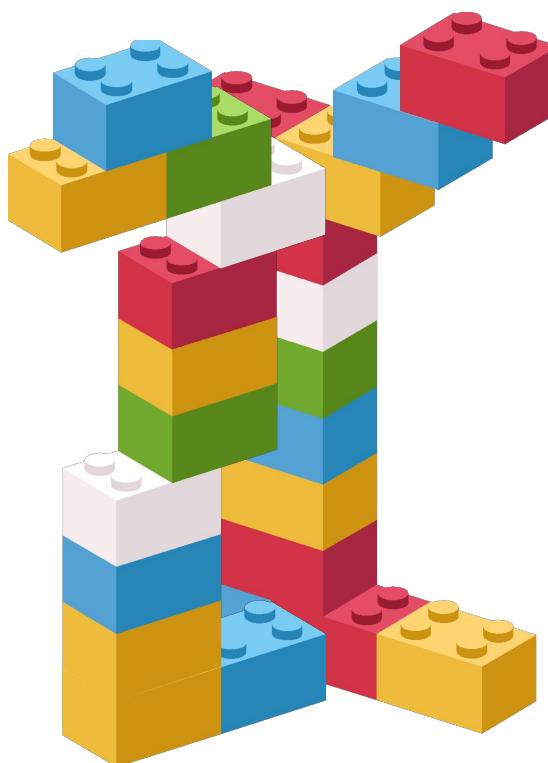
How did LEGO evolve over the years?



How did LEGO become the biggest toy manufacturer of the world?



Let us paint a bigger picture of how big LEGO really is



By today over 400 billion lego bricks have been manufactured



That is more than 50 bricks for every human being on earth



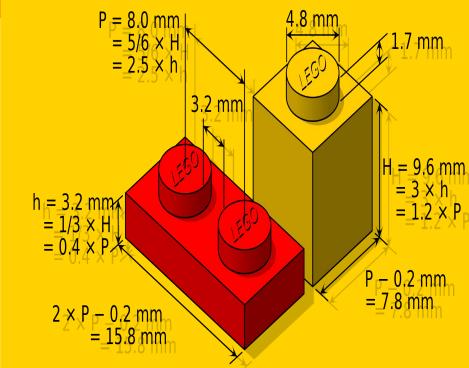
On average 9 LEGO sets are sold every second around the world



Since the beginning of this presentation there were over 1500 LEGO sets sold

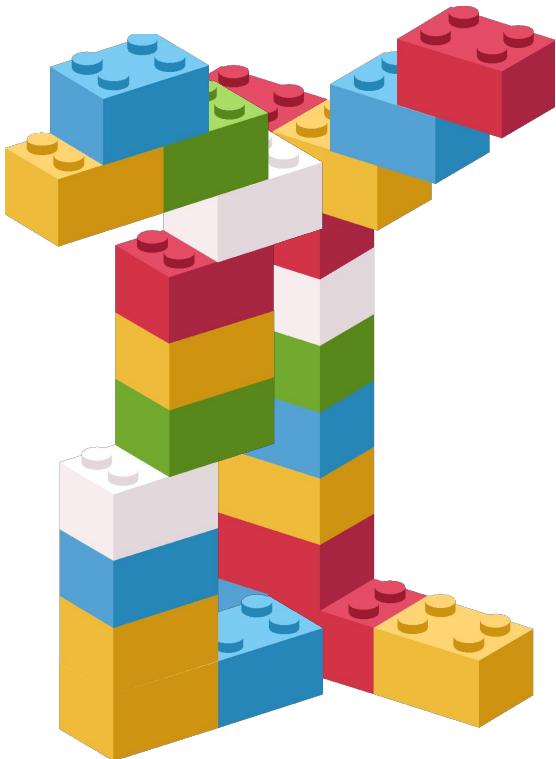


A standard LEGO brick is 9.6 mm tall. Barely noticeable until you step on one



however, if we would stack all the pieces produced on top of each other...

...the LEGO
tower would
reach the
moon



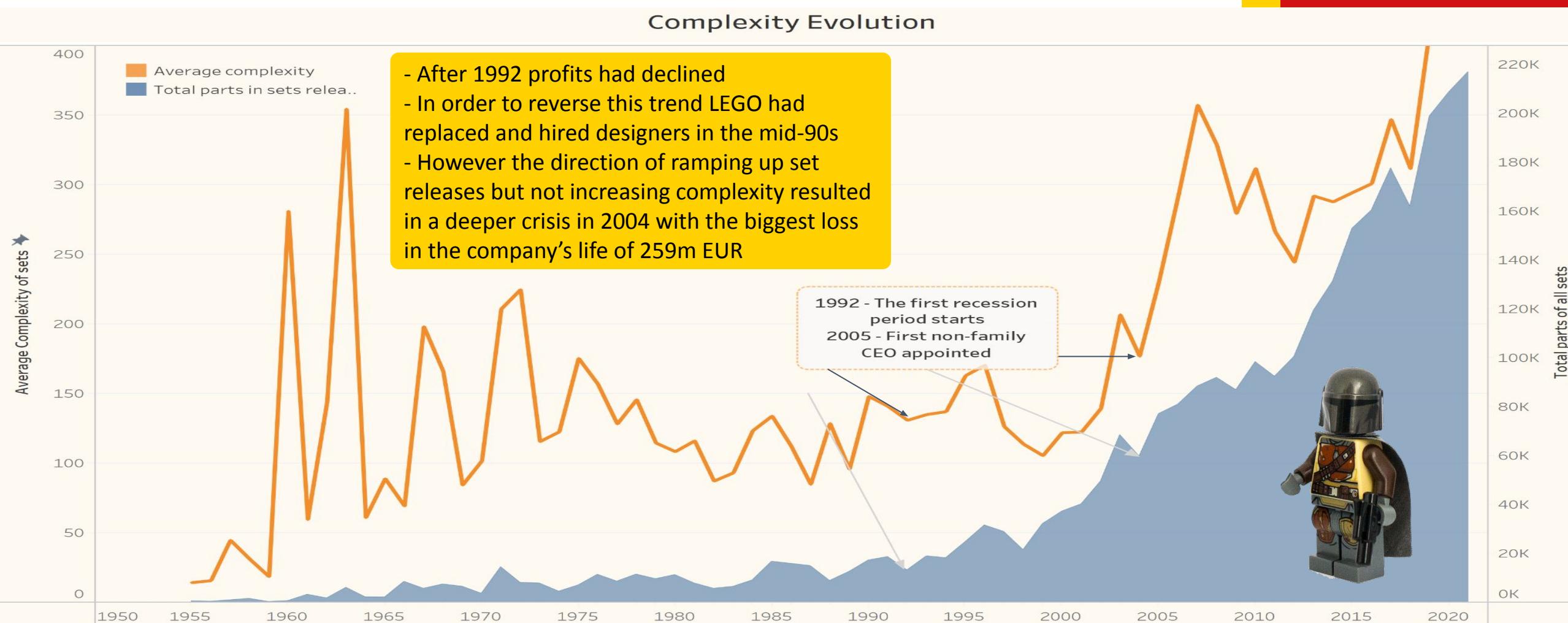
How did LEGO evolve over the years?



Does that mean that LEGO is an ever-growing and always been a successful company?



On the chart below the 2 recession phases are easily witnessed.



How did LEGO evolve over the years?



Distribution of theme releases between 1958 and 2004

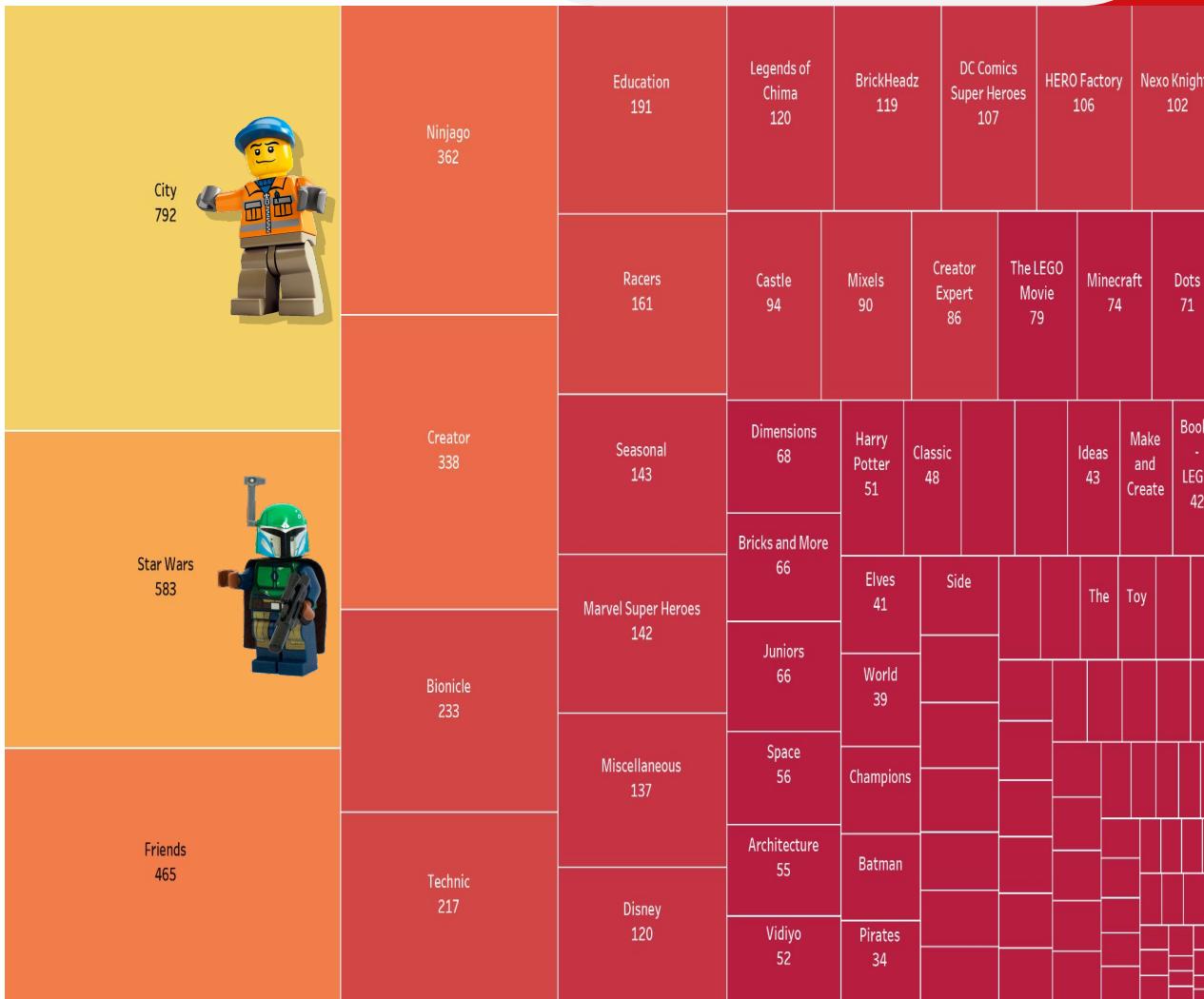
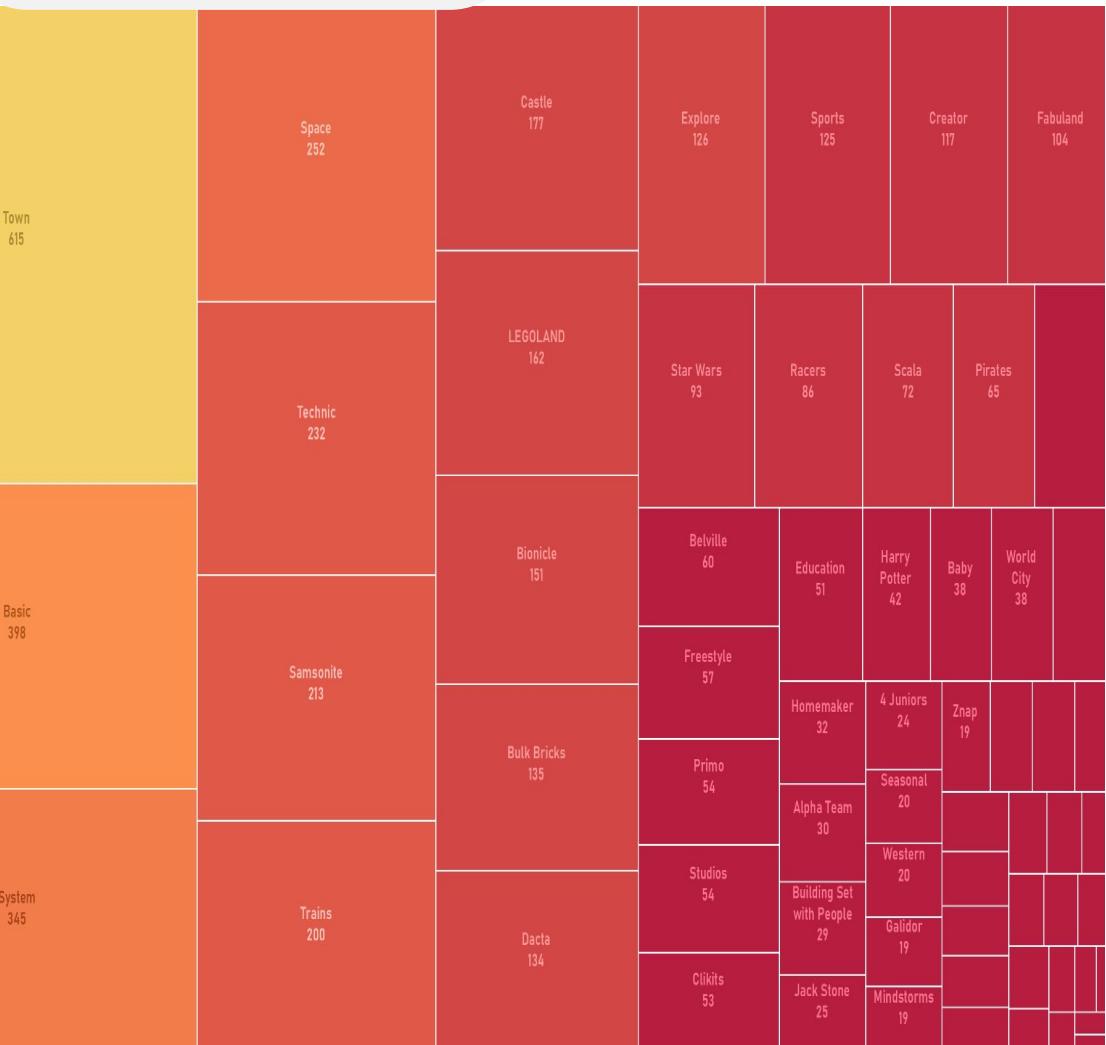


Let us investigate the 2 recovery periods a bit further?



Below you can see the different themes proportion of the total sets released. The left treemap represents the distribution before the crisis and the right one is for after

From 2005 only a few themes persisted, some completely disappeared and the merge of license-based themes are obvious



The summary of our insights

Key to success

Shifting to more complex sets and targeting more adult fans

These steps have proven successful and greatly contributed to the reconciliation



Licenced themes are on the rise

License-based themes like Star Wars, Harry Potter, DC and Marvel movies are growing rapidly

However the longest living theme is still Technics

Bigger is better

There is a recent trend of releasing significantly bigger sets

To the right you can see the top sets by part count of which 72% have been released within the last 10 years



The recently released Titanic is longest official set with its 1.35m length



THANK
YOU

LEGO

