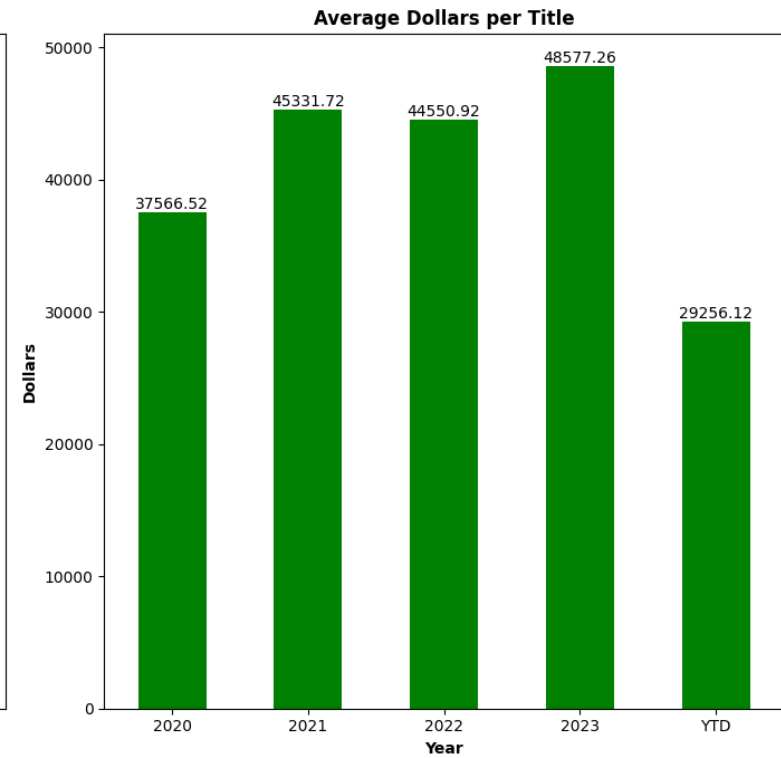
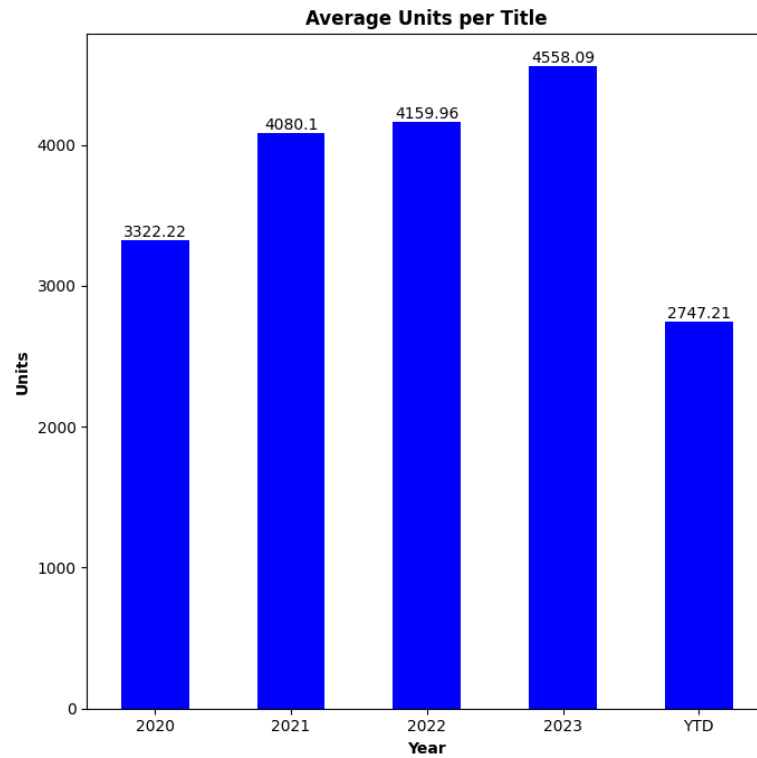
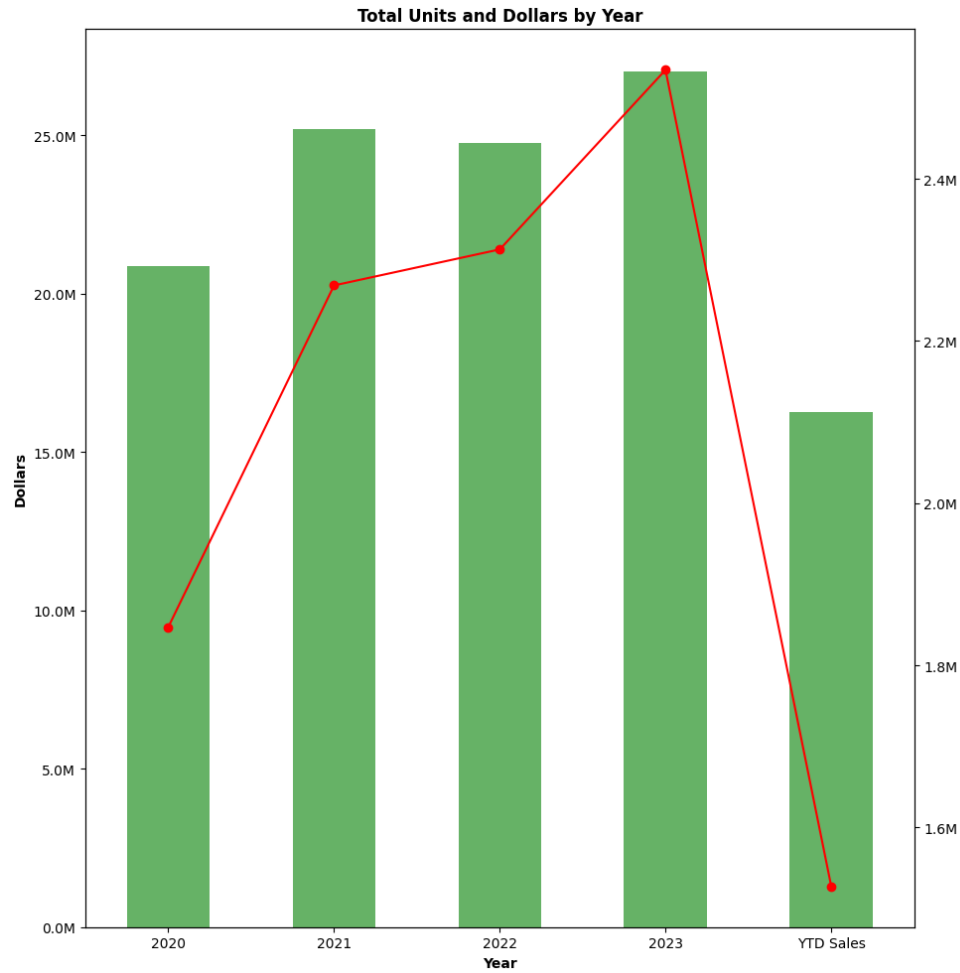




Eric Carle

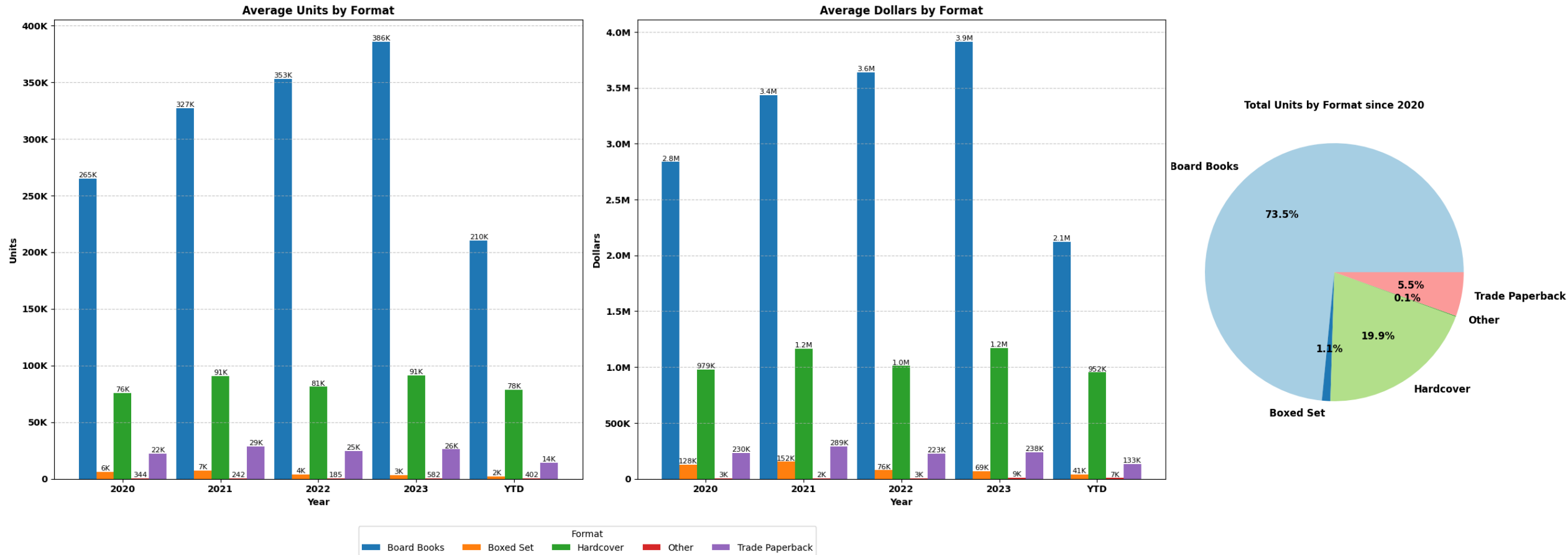
All Sales Trend



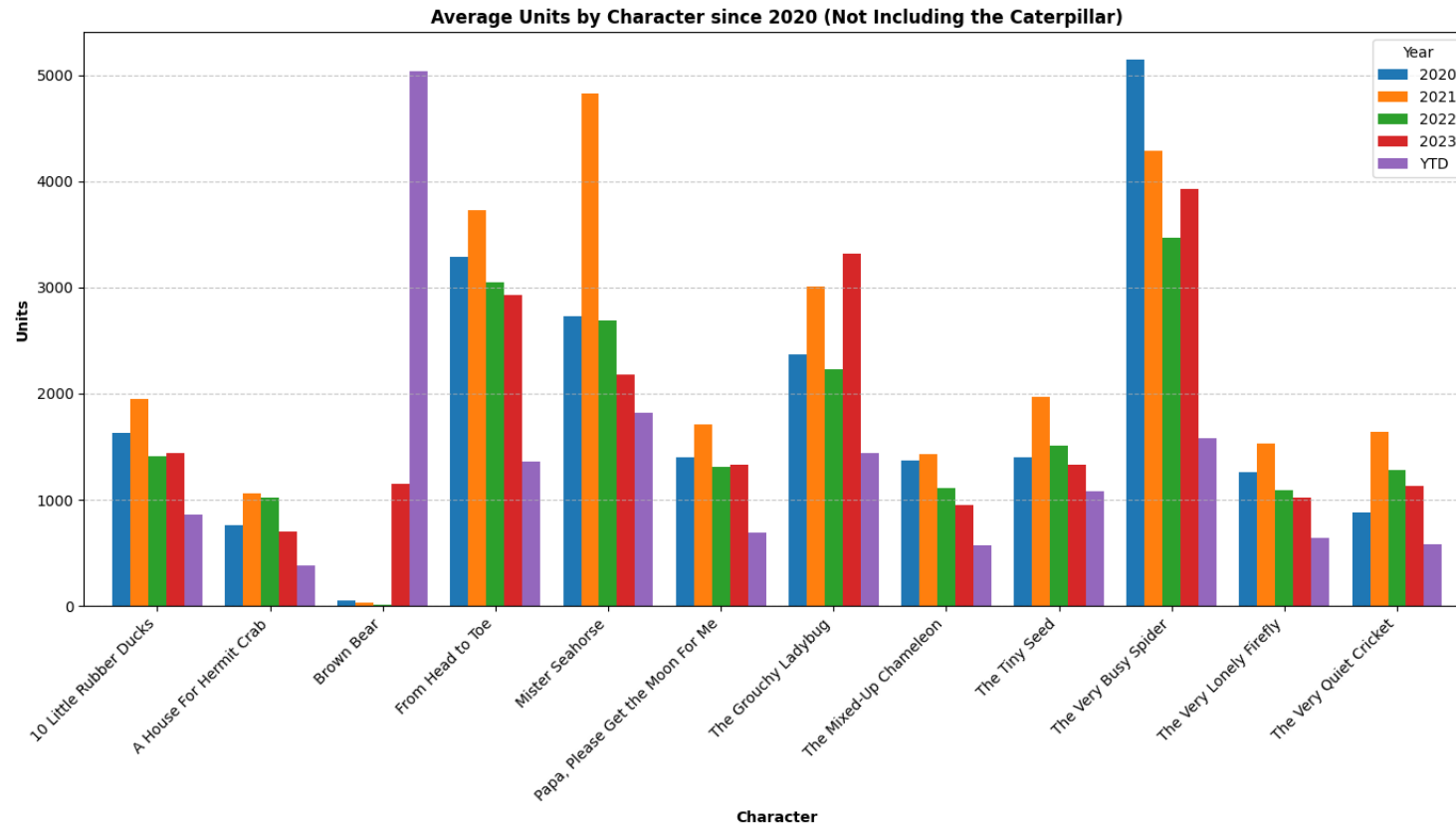
- His overall sales show an upward trend since 2020, indicating a maintained and growing interest in his books

Sales Broken Out by Format

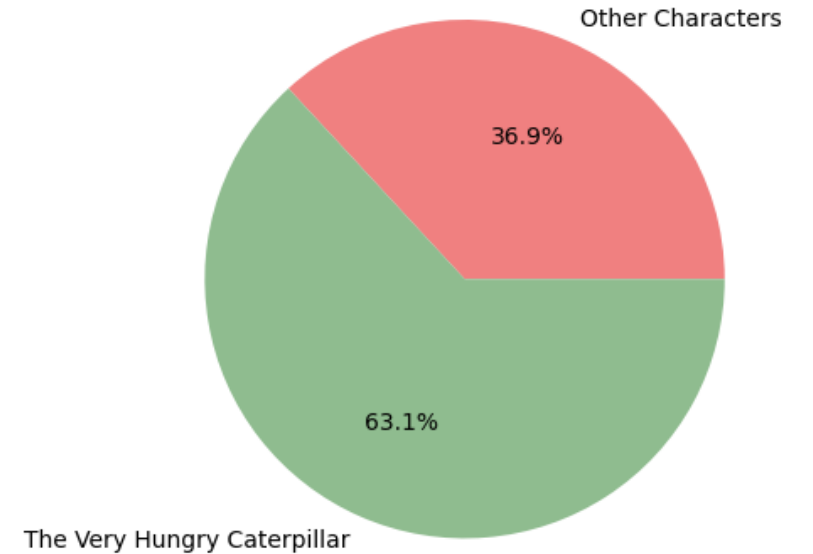
- Besides Board Books, the Hardcover format is a significant contributor to his sales, followed by Trade PB



Sales Broken Out by Different Characters



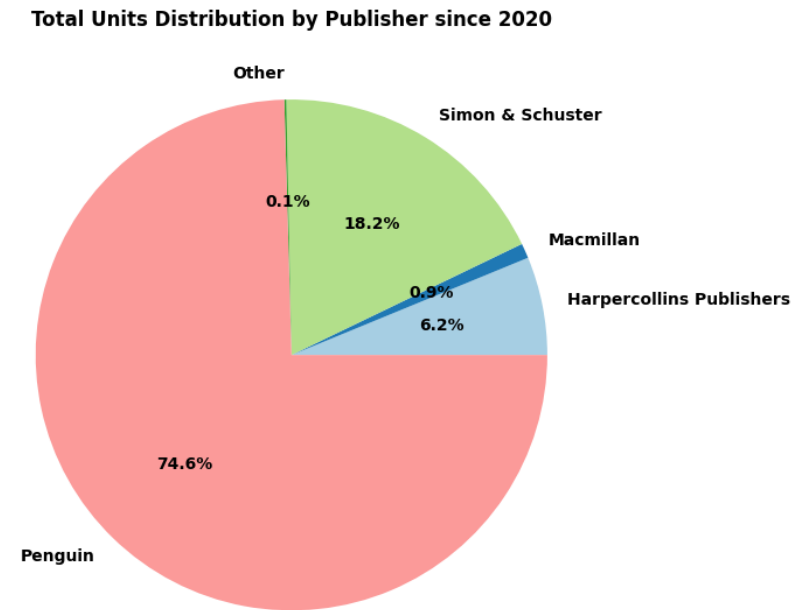
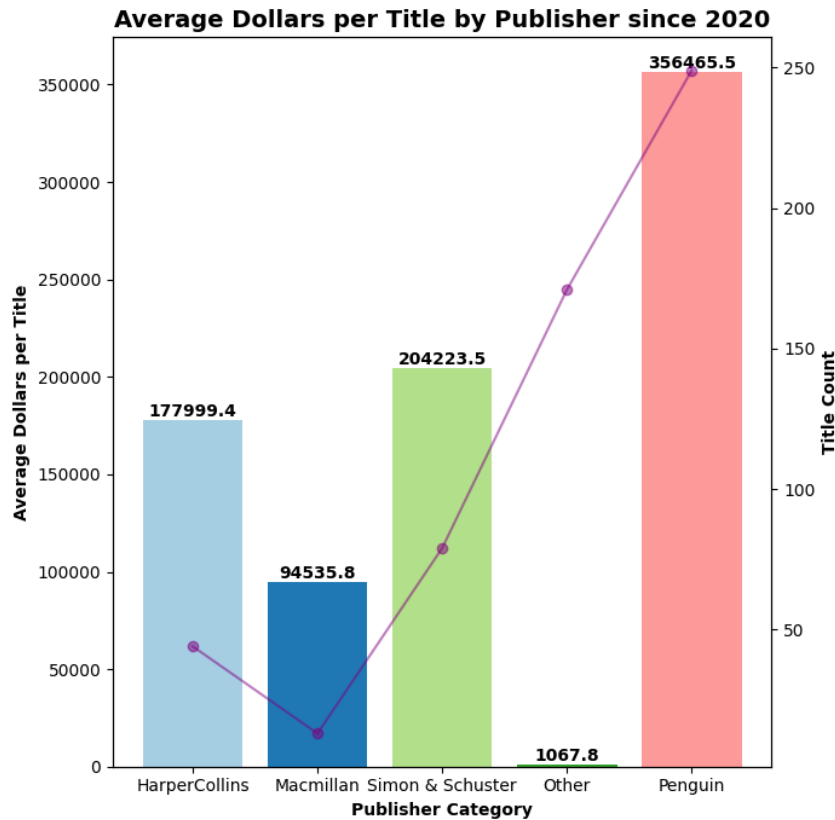
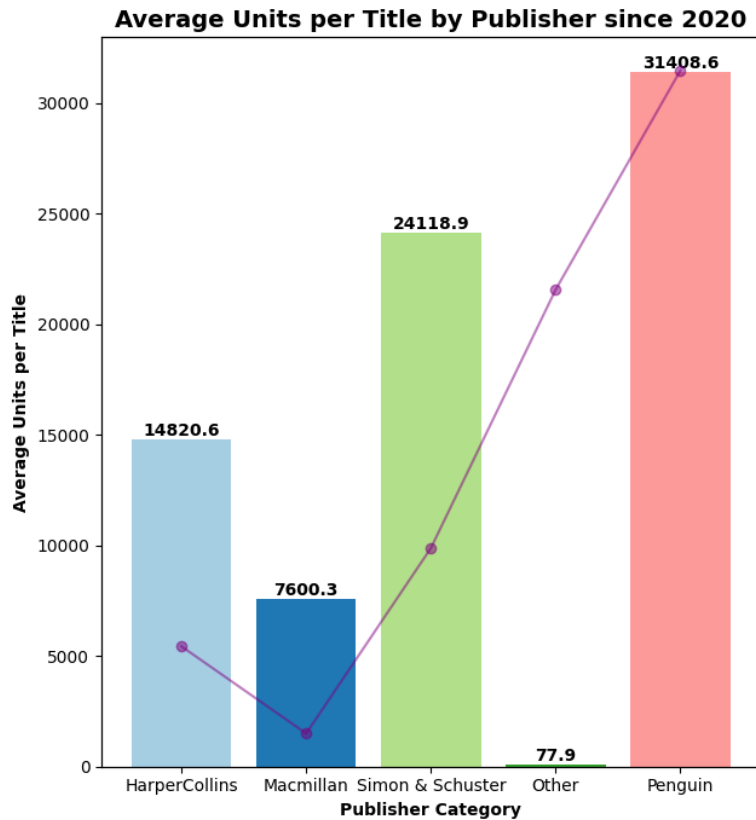
Caterpillar vs Others Units since 2020



- Brown Bear shows a significant spike in 2023 and YTD
- The Very Busy Spider shows a consistent high average
- The Grouchy Ladybug also seems to be growing
- Mister Seahorse and From Head to Toe also shows potential for growth

Sales by Publisher

- Penguin and S&S are the primary contributors to titles and sales



Top 5 Titles for Each Publisher

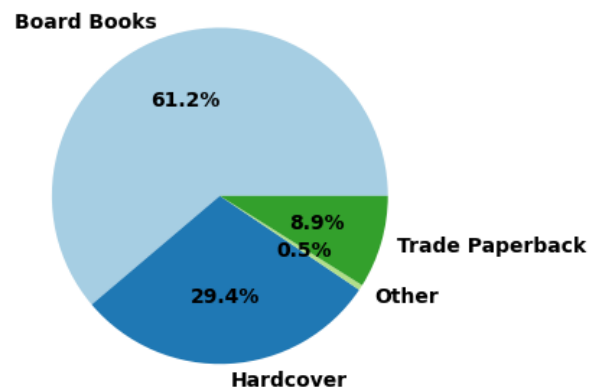
- The Brown Bear character spike is driven by Macmillan

Publisher Category	Title	Format	Price
Harpercollins Publishers	From Head to Toe	Board Books	9.99
Harpercollins Publishers	The Grouchy Ladybug Board Book	Board Books	9.99
Harpercollins Publishers	The Grouchy Ladybug	Trade Paperback	9.99
Harpercollins Publishers	You Are Ready!: the World Is Waiting	Hardcover	12.99
Harpercollins Publishers	10 Little Rubber Ducks Board Book: an Easter and Springtime Book For Kids	Board Books	10.99
Macmillan	Bear Hugs! from Brown Bear and Friends (World of Eric Carle)	Board Books	8.99
Macmillan	Bear Hugs! from Brown Bear and Friends (World of Eric Carle) Oversize Edition	Board Books	14.99
Macmillan	Baby Bear's Busy Day With Brown Bear and Friends (World of Eric Carle)	Board Books	12.99
Macmillan	Brown Bear and Friends Abc (World of Eric Carle)	Board Books	12.99
Macmillan	Brown Bear and Friends 123 (World of Eric Carle)	Board Books	12.99
Other	Very Hungry Caterpillar	Trade Paperback	14.45
Other	World of Eric Carle (Tm) Spanish-English Flash Cards: (Bilingual Flash Cards For Kids, Learning to Speak Spanish, Eric Carle Flash Cards, Learning a L	Other	7.99
Other	Brown Bear, Brown Bear, What Do You See?	Trade Paperback	14.45
Other	World of Eric Carle (Tm) Numbers & Counting Flash Cards: (Learning to Count Cards, Math Flash Cards For Kids, Eric Carle Flash Cards)	Other	9.99
Other	Brown Bear	Trade Paperback	14.45
Penguin	The Very Hungry Caterpillar	Board Books	10.99
Penguin	Love from the Very Hungry Caterpillar	Hardcover	9.99
Penguin	The Very Hungry Caterpillar's Abc	Board Books	8.99
Penguin	I Love Dad With the Very Hungry Caterpillar	Hardcover	9.99
Penguin	Happy Birthday from the Very Hungry Caterpillar	Hardcover	9.99
Simon & Schuster	My First I See You: a Mirror Book	Board Books	7.99
Simon & Schuster	You're My Little Baby: a Touch-And-Feel Book	Board Books	7.99
Simon & Schuster	My First Peek-A-Boo Animals	Board Books	7.99
Simon & Schuster	The Tiny Seed: With Seeded Paper to Grow Your Own Flowers!	Hardcover	8.99
Simon & Schuster	My First Busy Book	Board Books	16.99

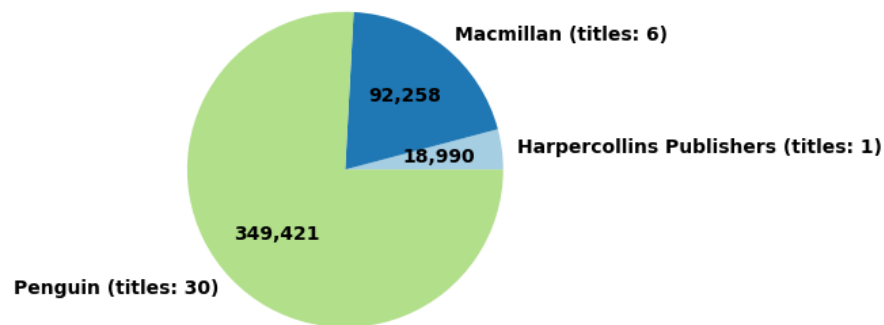
New Books Published Within the Past 1.5 Years

- Similar to his overall sales trend, Board Books and Hardcover are the prominent formats, with Penguin releasing the most titles and contributing the most sales

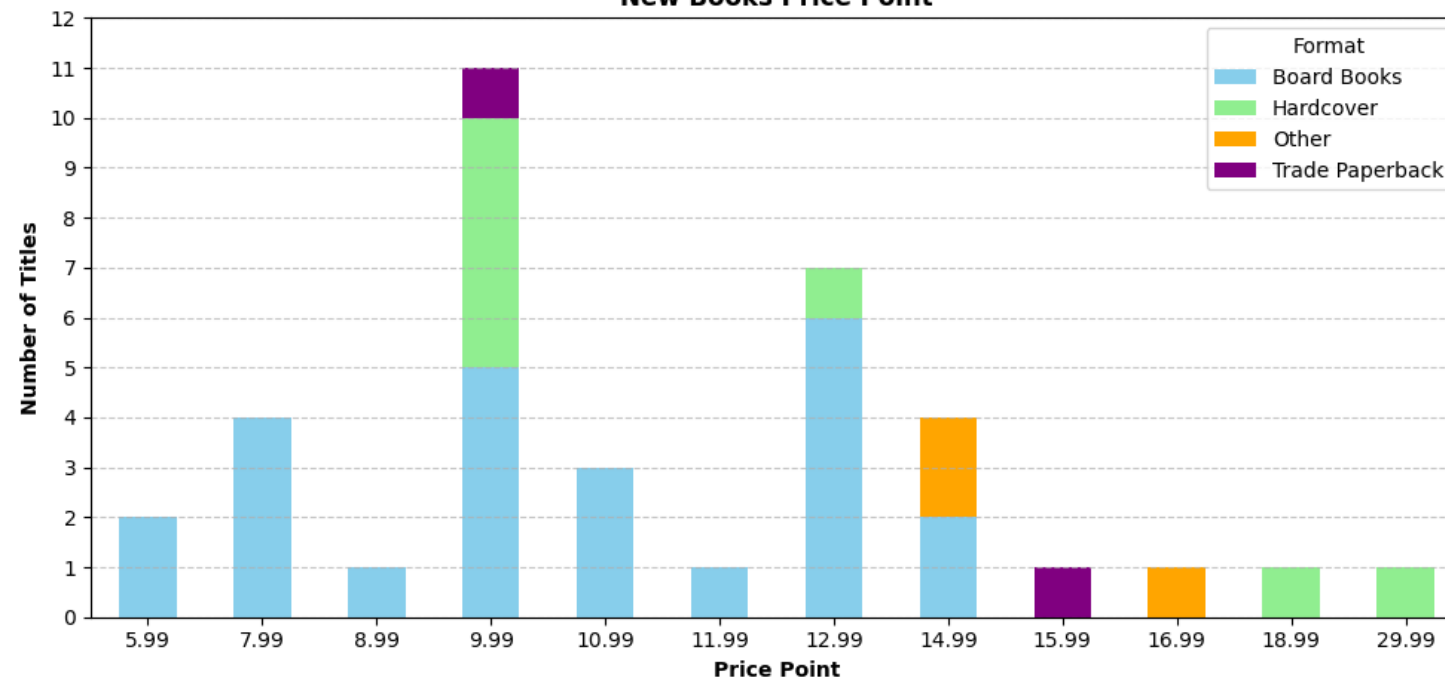
Total Units Distribution by Format



Total Units Sold by Publisher



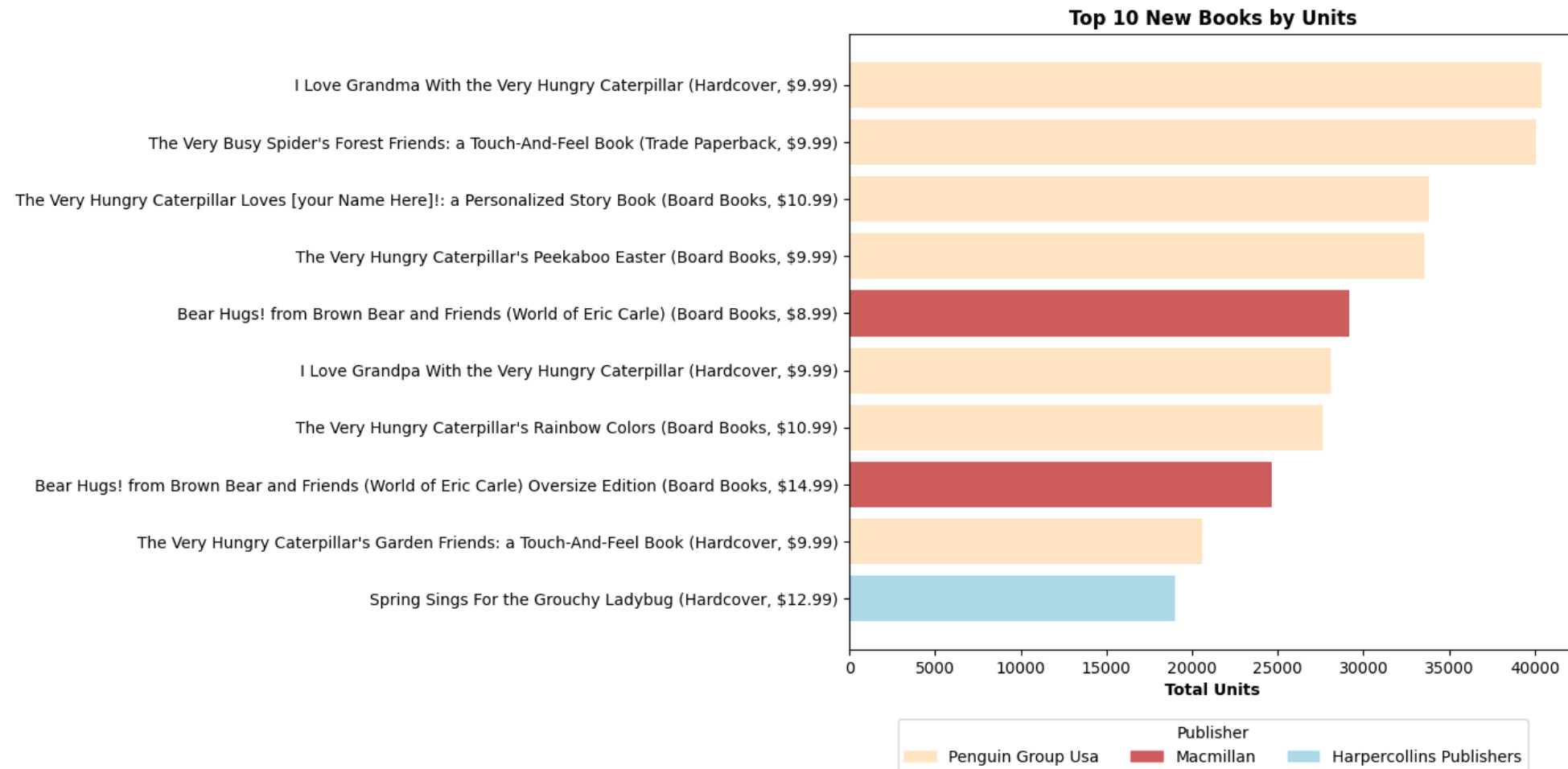
New Books Price Point



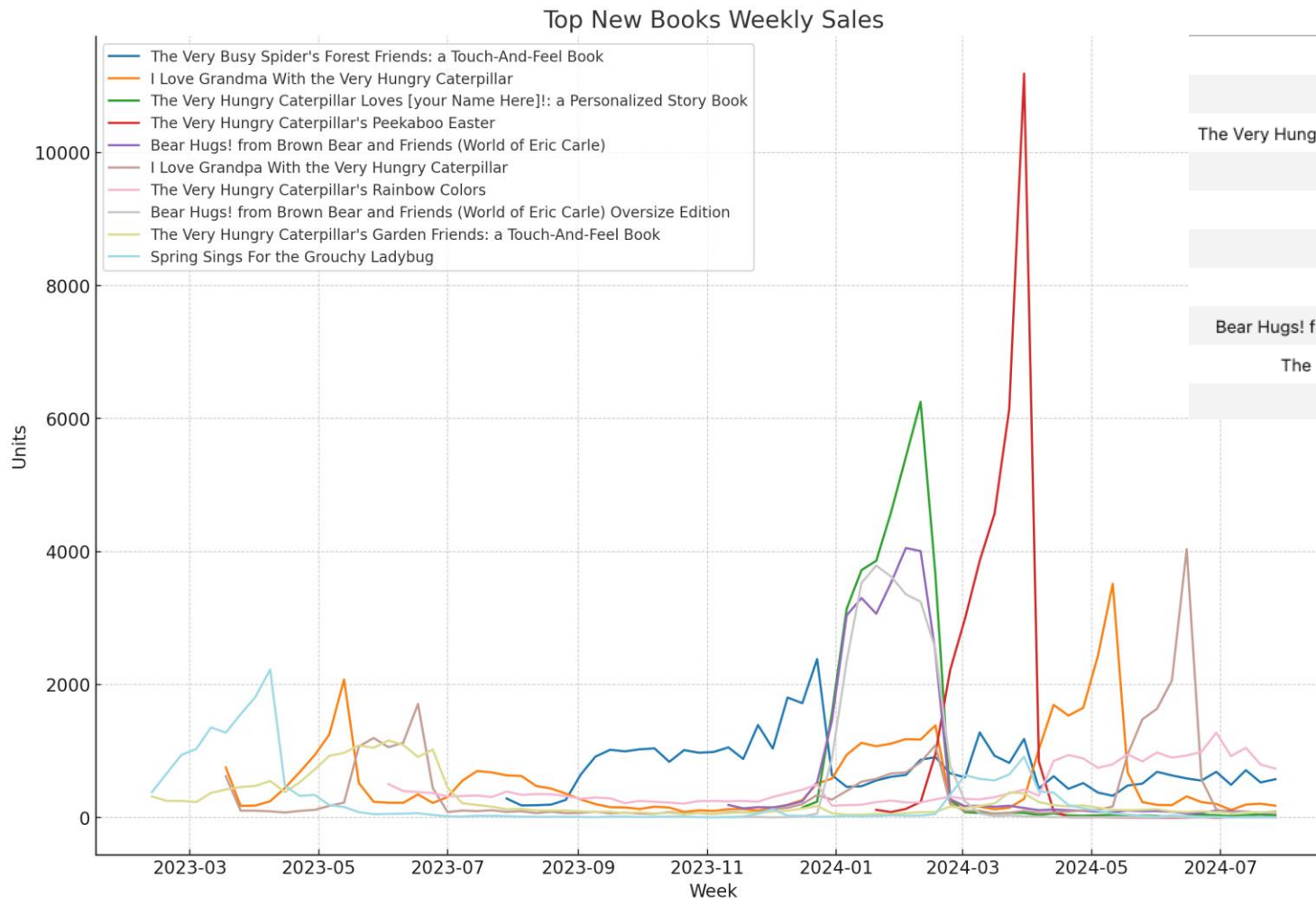
- 24 Board Books ranging from \$5.99-\$14.99. Mostly \$9.99 and \$12.99
- 8 Hardcovers mostly in the \$9.99 bucket

Which new books are working best?

- Titles align with the emerging characters and spikes



Weekly Sales Trend for the Top New Books



Book	Peak Sales	Peak Week Range
The Very Busy Spider's Forest Friends: a Touch-And-Feel Book	2383.00	Dec 17 2023 - Dec 23 2023
I Love Grandma With the Very Hungry Caterpillar	3516.00	May 05 2024 - May 11 2024
The Very Hungry Caterpillar Loves [your Name Here]!: a Personalized Story Book	6252.00	Feb 04 2024 - Feb 10 2024
The Very Hungry Caterpillar's Peekaboo Easter	11189.00	Mar 24 2024 - Mar 30 2024
Bear Hugs! from Brown Bear and Friends (World of Eric Carle)	4053.00	Jan 28 2024 - Feb 03 2024
I Love Grandpa With the Very Hungry Caterpillar	4036.00	Jun 09 2024 - Jun 15 2024
The Very Hungry Caterpillar's Rainbow Colors	1277.00	Jun 23 2024 - Jun 29 2024
Bear Hugs! from Brown Bear and Friends (World of Eric Carle) Oversize Edition	3789.00	Jan 14 2024 - Jan 20 2024
The Very Hungry Caterpillar's Garden Friends: a Touch-And-Feel Book	1159.00	May 28 2023 - Jun 03 2023
Spring Sings For the Grouchy Ladybug	2226.00	Apr 02 2023 - Apr 08 2023

- Many of these titles peaked around major holidays like Easter, Christmas, Mother's/Father's Day, and Valentine's Day
- Some peaked during the end-of-school year/summer season, spring, and around the new year