



It's Official - The 12 Best Selling Toys this Christmas! *Classics, Collectables and Licenses Dominate the Dreamtoys 2016 list*

A new app is launched to enable consumers to easily discover the whole list

LONDON 9th November 2016: The 2016 Dreamtoys Top Toy list predicts the biggest selling toys this Christmas and it's a mixture of well-loved brands and the increasingly popular collectable ranges that dominate the must-have list this year.

"The 2016 Top 12 list is incredibly diverse, with familiar names appearing alongside some clever innovations that will ensure these toys will be on Christmas wish lists up and down the country. It's also great to see that, in these uncertain times, this is a very affordable DreamToys list," commented Gary Grant, Chair of the DreamToys selection committee.

Grant added, "The one unifying thing that I see in the DreamToys selection this year is a sense of real family fun at the heart of many of the toys represented. I'm sure that's what many families are looking for this year, great value toys and games that all the family can play.

To make things easier for consumers this year we're launching the Dreamtoys app, so everyone can find the perfect toy from the whole list with the swipe of a finger. It couldn't be easier."

Decided by a panel of leading toy retailers in the UK, DreamToys is the most accurate and authoritative predictive list available, and provides consumers with expert insight into what will be the most popular toys this Christmas.

Nerf N-Strike Elite Hyperfire and Hot Wheels Ultimate Garage bring familiar names to the list while film and TV licenses are represented by Thomas & Friends TrackMaster Sky-High Bridge Jump, Star Wars Rebel U-Wing Fighter and Paw Patrol Air Patroller.

The recently launched Hatchimals and Snuggles My Dream Puppy highlight the increasing creativity within the growing interactive toy market while Shopkins Chef Club Hot Spot Kitchen highlights the collectables, a driving force for the toy market.

Lego is also represented by the Friends Amusement Park Roller Coaster whilst the SelfieMic from Worlds Apart will satisfy all the budding talent show hopefuls of tomorrow.

Finally, Speak Out and Silly Sausage, provide family fun and will bring laughs to the dinner table this Christmas.

Frederique Tutt, global industry analyst for The NPD Group confirms: “Analysis of the top selling toys this year shows the sheer variety of concepts driving the sector – from low-priced collectables to entertainment-driven hot toys. We’re forecasting a very merry Christmas for the toy industry – expecting annual sales to reach 400 million toys for the first time ever which will potentially see the industry achieve an all-time record high in 2016, going over the £3.3bn mark.”

**The full Top 12 list is as follows:
(in no particular order; all prices quoted are RRP)**

Shopkins Chef Club Hot Spot Kitchen	Flair Leisure Products	24.99
Snuggle My Dream Puppy	Character Options	49.99
Nerf N-Strike Elite Hyperfire	Hasbro	59.99
Speak Out	Hasbro	19.99
Silly Sausage	John Adams	19.99
Friends Amusement Park Roller Coaster	Lego	89.99
Star Wars Rebel U-Wing Fighter	Lego	69.99
Hot Wheels Ultimate Garage	Mattel	89.99
Thomas & Friends TrackMaster Sky-High Bridge Jump	Mattel	99.99
Hatchimals	Spin Master Toys	59.99
Paw Patrol Air Patroller	Spin Master Toys	39.99
SelfieMic	Worlds Apart	19.99

The full DreamToys list including the top 12 toys can be viewed by downloading the DreamToys app, simply by searching DreamToys 2016 in the App or Google Play Store.

Spokespeople from the Toy Retailers Association are available throughout the day, along with photography and video assets. Full details of the list can be found at:

www.toyretailersassociation.co.uk/dreamtoys-2016

-Ends-

For more information, please contact:

Dean Barrett or Ravi Vijn

Bastion

Tel 0203 841 7660

dreamtoys@bastion.co.uk

Notes to Editors

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association, all of the participating companies and the research company, NPD, will all be available for interview throughout the day. Child models will also be available for photography.

The Toy Retailers Association

The Association's role is to inform and advise members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under the Health and Safety Executive, consumer and employer rights.

It acts as both a watchdog and persuader to ensure fair play for toy retailers and represents the toy retail sector on government panels and safety organisations in the UK & Europe.

About The NPD Group, Inc.

The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Sectors covered include automotive, beauty, consumer electronics, entertainment, fashion, food / foodservice, home, luxury, mobile, office supplies, sports, technology, toys, and video games. For more information visit www.npd.com and npdgroupblog.com. Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup).

The following retail companies and collectives fed into the DreamToys selection process:

AIS, Argos, Boots, The Entertainer, Mothercare, Selfridges, Smyths Toys, Toymaster, Toys R Us, Toy Town and representatives of buying groups across the specialist, local, independent and department store toy departments

9th November 2016