



## **THE CHRISTMAS 2013 MUST HAVE TOYS ARE UNVEILED**

### ***INNOVATION AND TECHNOLOGY DRIVE MOMENTUM***

#### ***TOY RETAILERS EXPECTING A BUSY CHRISTMAS TO END A YEAR THAT STARTED SLOWLY***

**Wednesday 6 November 2013:** The 50 toys that will dominate Christmas this year have been unveiled today at Dream Toys, the annual event hosted by the Toy Retailers Association.

Selected by a panel of independent buyers that represents 80 per cent of toy retailers from stores including Hamley's, The Entertainer, Argos, Smyths Toys, Toys R US, Toymaster and ToyTown, the Dream Toys list is independent and widely respected as the most accurate predictive list of the toys that will be most in demand this Christmas.

In addition to selecting the Top 50 toys the panel has also announced the Top 10 toys that they believe will lead the wish lists to Santa and take centre stage under the tree come December 25<sup>th</sup>.

The Top Toys this year are (in alphabetical order):

City Coast Guard	LEGO Company
Doc McStuffins Doctor's Bag Playset	Flair Leisure Products
Flying Fairy by Flutterbye	Spin Master Toys UK
Furby Boom!	Hasbro
InnoTab 3S	VTech Electronics Europe
LeapPad Ultra	Leapfrog Toys
Monopoly Empire	Hasbro
Monster High 13 Wishes Doll	Mattel
Nerf N-Strike Elite RapidStrike CS-18	Hasbro
Robo Fishbowl	Zuru-Geemac
Teksta Robotic Puppy	Character Options

The 50 toys have been broken down to six categories that highlight the diversity of the list and prove that there really is a top toy for everyone. The categories this year are:

**Granny Knows Best**

*Perennial favourites, toys with solid play value and popular with gift givers*

**Playground Banter**

*These are the toys that have got them talking.*

**These Are Going to Tech Off**

*Toys with Tech dominate the Top Toys list. The influence of tech is now beginning to be seen within traditional toys as well as the pads and robots.*

**The Name's the Game**

*Licensed product is always popular and this year innovation has given this category a boost*

**£25 and Under**

*Half of the list this year is priced £25 or under, making it the most accessible Dream Toys list ever*

**Let's Get Busy**

*From practical to role-play, these toys capture the active imagination of children*

Details of all the Top 50 toys, including press releases on the categories and images of the toys can be found here: <https://app.box.com/dreamtoys2013>

“Christmas 2013 is set to be a strong year for toys and this is a great Dream Toys list that reflects not only the need for toys to appeal to all budgets and tastes, but also how tech is continuing to increase its influence within toys, from pads and robotic dogs to flying fairies and fish,” commented Gary Grant Chairman of the Dream Toys committee.

“The list perfectly illustrates the innovation, diversity and widespread appeal of toys, whilst acknowledging that parents and families need a variety of price options.”

Frederique Tutt, Global Toy Industry Analyst with The NPD Group: “This festive season, we expect to see a slight increase in toy spend compared to last year. Much of this growth is going to be driven by a combination of innovation and technology in the sector.

“This is good news for the toy industry as 2013 has seen a soft performance so far, due in large part to the combination of post-Olympics sales declines, poor outdoor toy sales following spring’s bad weather and the absence of a summer movie blockbuster. This is counterbalanced by the fact that sales for special occasions are on the rise (+4 per cent in last 12 months) and, as a result, we are confident Christmas 2013 should end the year on a positive note.”

Dream Toys takes place at St Mary's Church in central London today between 7am-2pm, with the theme 'The Wonderment of Christmas'. 17 companies have toys in the Top 50 list and all are exhibiting in the hall. They are:

Bandai UK	Character Options	Drumond Park
Flair Leisure Products	Golden Bear Products	Hasbro
Innovation First	John Adams Leisure	Leapfrog Toys
LEGO Company	Mattel	Spin Master Toys
TOMY Vivid	VTech Electronics Europe	
Zapf Creation	Zuru-Geemac	

**\*ends\***

**For more information on the day please contact the Dream Toy reception on 07946 575292**

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## **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.**

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