

EMBARGOED UNTIL 7AM WEDNESDAY 13 NOVEMBER 2019



THE TOP 12 TOYS THIS CHRISTMAS UNVEILED AT DREAMTOYS 2019

London - 13 November 2019: Silver screen royalty is driving the must-have toy wish lists this Christmas – with Disney’s Frozen and Toy Story making the Top 12 Toys list, alongside perennial favourites like Barbie, Peppa Pig and Paw Patrol. The Top 12 Toys list, issued by the Toy Retailers Association, is the most authoritative predictive list of what will be hot this Christmas. The list is selected by a panel of retailers and industry experts and is fiercely independent of toy manufacturers and makers.

The complete Top 12 list is (in alphabetical order):

All prices quoted as RRP’s, market price may vary from retailer to retailer.

Barbie Dreamplane Playset	Mattel	£79.99
Blume Dolls	Skyrocket	£9.99
Frozen 2 ‘Into the Unknown’ Elsa Doll	Jakks Pacific	£39.99
Harry Potter Knight Bus	LEGO	£34.99
L.O.L. Surprise! 2-in-1 Glamper	MGA Entertainment	£99.99
Nerf Elite Fortnite SP-L	Hasbro	£19.99
Owleez	Spin Master Toys	£49.99
PAW Patrol Mighty Pups Super PAWs Mighty Jet Command Centre	Spin Master Toys	£59.99
Peppa Pig Peppa’s Stage Playset	Character Options	£39.99
Rizmo	Tomy	£59.99
Ryan’s World Super Surprise Safe	Flair Leisure Products / Just Play	£44.99
Toy Story 4 True Talkers	Mattel	£17.99

"This year’s DreamToys top 12 selection is an exciting mixture of the year’s biggest brands and kids favourites that will delight children up and down the country this Christmas," said Gary Grant, chair of the DreamToys selection committee. "These toys will top the Christmas wish lists and with two-thirds of the toys on the list priced under £50, it’s also a list suitable to a range of family budgets."

Frederique Tutt, global analyst for The NPD Group's toy division said, "Christmas is worth £1 billion to the UK toy industry, that's 30% of annual revenue being generated in the last few weeks of the year. With Star Wars Episode 9 and Frozen 2 at the cinema and the DVD release of Toy Story 4 and Avengers Endgame, we expect more than £1 out of £10 to be spent on film-related toys. These mega-movies will give a real boost to toy sales before the end of 2019."

To see the top 12 in more detail, and the full 73 longlist of DreamToys, consumers can head to the DreamToys Facebook page (www.facebook.com/dreamtoysUK).

DreamToys takes place at St Mary's Church, York Street, Marylebone, W1H 1PQ from 7am - 2pm.

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-2019

-Ends-

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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.

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 (buying group), Argos, The Entertainer, Hamleys, Selfridges, Smyths Toys, Toymaster (buying group), Toy Town. The buying groups provide representation across the specialist, local, independent and department store toy departments. The group was supported by market analysts from the NPD Group.