



THE DREAMTOYS 2014 LIST IS ANNOUNCED

THE TOP TOYS THAT WILL BE HELPING TO MAKE 2014

THE BEST CHRISTMAS FOR TOY SALES IN FOUR YEARS

LONDON 5th November 2014: The Toy Retailers Association has today announced the 72 toys that it believes will be heading the Christmas wish lists this year. Selected by a panel of leading UK toy retailers, the DreamToys list is the most accurate predictive list available, and provides consumers with expert insight into what will be the most popular toys this Christmas. Early indications suggest that 2014 is set to be the biggest year for toy sales since 2010.

“Our Top Toy list illustrates how diverse toys are, encouraging very different patterns of play. It’s great to see creative and sharing toys sitting alongside more traditional toys or toys that facilitate a bit of rough and tumble. And with nearly half the list priced under £25, the DreamToys list is relevant for all consumers this Christmas. All of the toys on this list will undoubtedly be popular this Christmas, so our advice is to shop early to avoid disappointment,” commented Gary Grant, Chair of the DreamToys committee.

From the 72 toys in the list the panel selected 12 Top Toys that they believe will be dominating the wish lists this Christmas; they are, in alphabetical order:

Bop It! Beats	Hasbro	£21.99
Disney Frozen Snow Glow Elsa	Jakks Pacific	£34.99
Disney Frozen Sparkle Doll (assorted)	Mattel	£16.99
Kidizoom Smart Watch	Vtech	£39.99
Little Live Pets Bird Cage	Character	£19.99
Minecraft Figures (assorted)	Character	£7.99
My Friend Cayla	Vivid	£58.99
Nerf Demolisher 2-in-1	Hasbro	£44.99
The Lego Movie - Benny’s Spaceship, Spaceship, SPACESHIP!	LEGO	£79.99
Toot-Toot Animals Safari Park	VTech	£39.99
Transformers Stomp & Chomp Grimlock	Hasbro	£89.99
Zoomer Dino- Boomer	Spin Master	£99.99

Frederique Tutt, Toys Global Industry Analyst for The NPD Group comments: “The British toy market is leading a resurgence in toy sales in Europe. The innovation that the industry has invested in has also started to pay back. Impulse sales of collectables and lower-priced toys are up as well as licenses from movies including Frozen, and this year’s craze; Loom Bands. These two factors combined delivered the fastest growth rate in toy sales since 2010 (+6%) in the first nine months of 2014 which suggests that Christmas 2014 might be the best for some time.” Frédérique Tutt, Toys Global Industry Analyst, The NPD Group, Inc.

DreamToys this year has taken the theme of the ‘12 Days of Christmas’ with the 72 toys spread over ten categories, and 12 toys highlighted as the Top Toys. DreamToys is an initiative organised and run by the Toy Retailers Association with support from the British Toy and Hobby Association and its members.

Full details of the entire DreamToys 2014 list can be found at
www.toyretailersassociation.com/dt2014

All prices quoted are RRP

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## **Notes to Editors**

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association and all of the participating toy companies as well as 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](http://www.npd.com) and [npdgroupblog.com](http://npdgroupblog.com). Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup).

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