



DIVERSITY, INNOVATION AND GREAT PLAY VALUE ARE THE THEMES THAT DOMINATE THE FULL DREAMTOYS 2015 LIST

Buoyant toy industry predicted to continue growing throughout the Christmas period

LONDON 5th November 2014: A Meccano Robot, a sing-along Care Bear, an Interactive Tracy Island from Thunderbirds and a 3D art studio are just some of the toys that make up this year's DreamToys list. Decided by a panel of leading toy retailers in the UK, including Argos, Boots, Selfridges, Smyths Toys, The Entertainer, TK Maxx and Toys R US, The Toy Retailers Association's DreamToys list is the most accurate and independent predictive list available, and provides consumers with expert insight into what will be the most popular toys this Christmas.

"The 2015 DreamToys line up has such a great variety of toys ranging from entertainment heavyweights like Star Wars and Thunderbirds through to highly creative and charming toys for tots like the *Toot-Toot Friends Busy Sounds Discovery Home*," commented Gary Grant, chair of the DreamToys committee.

"This range embraces all that is good about toys and how important toys are to a child's development," continued Grant.

Frederique Tutt, Toys Global Industry Analyst for The NPD Group added, "Toy sales have been truly buoyant since the beginning of the year with 9 out of 11 traditional toy categories experiencing growth versus the same time period last year. Best performances came from Action Figures (+30% YTD) driven by a number of movie properties. NPD expects this trend to continue over the Christmas period with properties such as Star Wars leading the way."

The list has been broken down into six categories and 12 Top Toys.

The six categories are:

*Indicates one of the 12 Top Toys

Build it and they will thrive

Building these toys will entertain for years to come as they evolve with each play session:

City Deep Sea Exploration Vessel*	LEGO Company	£79.99
Disney Princess Elsa's Sparkling Ice Castle	LEGO Company	£34.99
Friends Pop Star Tour Bus	LEGO Company	£49.99
Jurassic World: Raptor Rampage	LEGO Company	£49.99

Meccanoid G15 KS Personal Robot	Spin Master Toys	£349.99
Mega Bloks Build-A-Minion	Mattel	£49.99
Minecraft The Nether Fortress	LEGO Company	£69.99
Nerf N-Strike Modulus ECS-10	Hasbro	£59.99
Ninjago Master Wu Dragon	LEGO Company	£34.99
Real FX Slotless Racing	Vivid Toy Group	£99.99
Star Wars Kylo Ren's Command Shuttle*	LEGO Company	£99.99

Cute, Cuddly & Smart:

Always adorable but now, increasingly, with a technological twist:

Baby Born Interactive Doll Wonderland	Zapf Creations	£44.99
Beanie Boos Buddies	TY	£9.99
Bright Eyes Pets	Character Options	£19.99
Care Bears Sing-a-Long Bear	Vivid Toy Group	£34.99
FurReal Friends J.J. My Jumpin' Pug	Hasbro	£49.99
FurReal Friends StarLily My Magical Unicorn	Hasbro	£129.99
Little Live Pets Cleverkeet*	Character Options	£59.99
Little Live Pets Lil' Mouse House	Character Options	£19.99
My Little Pony Cutie Mark Magic Princess Cadance	Hasbro	£24.99
My Friend Freddy Bear	Vivid Toy Group	£39.99
Peppa Pig - Princess Rose Peppa	Character Options	£19.99
Puppy Surprise - Popcorn & Her Pups	Trends	£24.99

Make it, Play it, Love it:

Tapping into the childhood passions, these toys nurture creativity:

Barbie Airbrush Designer Doll and Set	Mattel	£27.99
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Barbie Saddle 'N Ride Horse	Mattel	£49.99
Bratz Selfie Stick + Doll	MGA Entertainment	£29.99
Doh Vinci Spotlight Spin Studio	Hasbro	£26.99
Easy Nails Nail Spa	Character Options	£29.99
IDO3D Deluxe 3D Design Studio*	Flair Leisure Products	£39.99
Play-Doh Cupcake Celebration	Hasbro	£19.99
Shopkins Fashion Spree – Fashion Boutique	Flair Leisure Products	£29.99
Shopkins Food Fair - Scoops Ice Cream Truck*	Flair Leisure Products	£19.99
Wacky-tivities Kinetic Sand	Spin Master Toys	£19.99

Tots Get Busy:

Tots toys have never been so diverse, with technology and creativity at every turn:

Bing - My Friend Bing by Fisher-Price	Mattel	£39.99
Fisher-Price Dance & Move BeatBo	Mattel	£36.99
Fisher-Price Laugh & Learn Smart Stages Scooter	Mattel	£36.99
In The Night Garden Musical Ninky Nonk Track and Train Set	Golden Bear Products	£24.99
Kidizoom Duo Camera	Vtech Electronics	£49.99
Kidizoom Smart Watch Plus	Vtech Electronics	£39.99
Paw Patrol Paw Patroller*	Spin Master Toys	£59.99
Peppa Pig - Storytime Castle Playset	Character Options	£19.99
Turtles Half-Shell Heroes Super Sewer HQ	Flair Leisure Products	£59.99
Thomas' Shipwreck Rails TrackMaster Set	Mattel	£42.99
Toot-Toot Friends Busy Sounds Discovery Home*	Vtech Electronics	£44.99
Twirlywoos Big Red Boat Playset	Golden Bear Products	£49.99

We're all heroes & villains

Cowboys and Indians were never this good:

Disney Frozen Sing-A-Long Elsa*	Jakks Pacific	£38.99
Hero Mashers figures – various styles	Hasbro	£10.99
Marvel Avengers Iron Man ARC FX Armour	Hasbro	£22.99
Marvel Avengers Age Of Ultron Interactive Hulk Buster	Hasbro	£34.99
Star Wars Bladebuilders Jedi Master Lightsaber*	Hasbro	£49.99
Star Wars The Force Awakens Millennium Falcon*	Hasbro	£119.99
Star Wars The Force Awakens Hero Figures Assorted	Hasbro	£12.99
Turtles Mutations - Giant Leonardo Playset	Flair Leisure Products	£99.99
Thunderbirds - 4 Piece Vehicle Super Set	Vivid Toy Group	£29.99
Thunderbirds - Interactive Tracy Island*	Vivid Toy Group	£79.99
Zoomer Chomplingz	Spin Master Toys	£39.99

You're Such a Game Player:

Multi generational family fun, games have always been popular but this selection goes to the next level:

Drumond Park Og On The Bog	Vivid Toy Group	£21.99
Jenga Quake	Hasbro	£19.99
Monopoly Here & Now - World Edition	Hasbro	£21.99
Pie Face*	Hasbro	£19.99
Star Wars Bop It! R2-D2	Hasbro	£19.99
The Greedy Sheep Game	John Adams Leisure	£21.99
Tipping Point	John Adams Leisure	£19.99

Full details of the entire DreamToys 2015 list can be found at
www.toyretailersassociation.com/dt2015

All prices quoted are RRP

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For more information on the day please contact the DreamToys reception on 07802 898110

dreamtoys@bastion.co.uk

Bastion

T: 020 7269 7900

Please follow: twitter.com/dreamtoysuk #dreamtoys15

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 and npdgroupblog.com. Follow us on Twitter: [@npdgroup](https://twitter.com/npdgroup).

The DreamToys selection committee consisted of the following retail outlets:

AIS, Argos, Boots, Hamleys, JLP, Mothercare/ELC, Selfridges, Smyths Toys, The Entertainer, TK Maxx, Toymaster, Toys R US and Toy Town.

4 November 2015