



## DREAMTOYS TOP TWELVE FOR 2015 ANNOUNCED

### Toy Retailers Association Announce The Most Authoritative List as UK Toy Industry is Expected to Grow by Six Per Cent

**LONDON 4 NOVEMBER 2015:** Star Wars and Thunderbirds toys are destined to be some of the ‘must have’ toys this Christmas as they make it into the top twelve list of DreamToys 2015. 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.

“2015 is going to be a vintage year for toys. Strong entertainment brands like Frozen, Thunderbirds and Star Wars are appearing alongside creative brands like Little Live Pets and classic evergreens such as Lego, ever more stimulating playsets for under 5’s such as Toot-Toot or Paw Patrol and family games like Pie Face. While the blockbuster licenses may steal the headlines, it is exciting to see innovation throughout the list with manufactures successfully combining this with traditional play in, for example, the IDO3D craft set, and Shopkins has become the new craze of the year, embracing all that is good about toys,” commented Gary Grant, Chair of the DreamToys committee.

From the 63 toys in the DreamToys list, the panel selected 12 Top Toys that they believe will be dominating the wish lists this Christmas, they are (in alphabetical order):

City Deep Sea Exploration Vessel	LEGO Company
Disney Frozen Sing-A-Long Elsa	Jakks Pacific
IDO3D Deluxe 3D Design Studio	Flair Leisure Products
Little Live Pets Cleverkeet	Character Options
Paw Patrol Paw Patroller	Spin Master Toys
Pie Face	Hasbro
Shopkins Food Fair – Scoops Ice Cream Truck	Flair Leisure Products
Star Wars Bladebuilder Jedi Master Lightsaber	Hasbro
Star Wars Kylo Ren’s Command Shuttle	LEGO Company
Star Wars The Force Awakens Millennium Falcon	Hasbro
Thunderbirds - Interactive Tracy Island Playset	Vivid Toy Group
Toot - Toot Friends Busy Sounds Discovery Home	Vtech Electronics

Frederique Tutt, Toys Global Industry Analyst for the NPD Group, added, "The British toy industry enters Christmas peak season hoping for a record year after Disney's Frozen, Minions and Minecraft have boosted sales by +6% in Sterling since the beginning of the year\*. With other licensed merchandise such as Star Wars still to come, the market could expect to grow by over £100 million at retail to reach £3.2BN by the end of the year."

Full details of the entire DreamToys 2015 list can be found at:

[www.toyretailersassociation.co.uk/dreamtoys](http://www.toyretailersassociation.co.uk/dreamtoys)

Media images and b-roll can be found at:

[www.toyretailersassociation.co.uk/dt2015](http://www.toyretailersassociation.co.uk/dt2015)

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

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Notes to Editors

\*Source: The NPD Group / Retail Tracking Service / YTD to 19<sup>th</sup> September 2015

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](http://www.npd.com) and [npdgroupblog.com](http://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