

EMBARGOED UNTIL 7AM WEDNESDAY 8 NOVEMBER 2017



FAMILY GAMES, COLLECTIBLE FAVOURITES & MOVIE BLOCKBUSTERS MAKE UP THIS YEAR'S DREAMTOYS LIST

Panel of Leading Retailers Pick the Hottest Toys This Christmas

LONDON 8th November 2017: My First Drone, Fidget Cubes, JoJo Siwa Singing JoJo doll and a Chocolate Egg Surprise Maker are just some of the toys that make up this year's DreamToys list. Decided by a panel of leading toy retailers, The Toy Retailers Association's DreamToys list is the UK's most accurate and authoritative predictive list available, and provides consumers with expert insight into what will be the most popular toys this Christmas.

"From licensing heroes such as Star Wars and Paw Patrol to collectible favourites like Shopkins and L.O.L., this year's DreamToys list represents a real sense of fun, excitement and imagination," commented Gary Grant, chair of the DreamToys selection committee.

"The list is a diverse mix of quality toys which embody the wonder and surprise of Christmas time, with a present to suit every budget."

For consumers, the full DreamToys list can be viewed on the DreamToys Facebook page www.facebook.com/DreamToysUK

Frederique Tutt, global industry analyst for The NPD Group's toy division added, "The £3.5 billion-strong British toy market is holding on to its position as the largest market in Europe and the fourth biggest worldwide. This year, British kids aged up to 11 years will receive on average 11 toys for Christmas, worth collectively £121. All year, affordable collectibles have topped the best-seller lists, with seven out of the top 10 best-selling toys since the beginning of 2017 retailing for under £10. As we approach Christmas, we're seeing bigger toys continuing to promote traditional play patterns, often with a twist, with some ranges adopting an 'unboxing' element inspired by social media such as L.O.L. or Hatchimals; or some level of interactivity, such as in Fingerlings or FurReal's Roarin' Tyler."

The list has been broken down into eight categories and from these the 12 Top Toys are selected.

*Indicates one of the 12 Top Toys (all prices quoted as RRP's, final price may vary from retailer to retailer)

The eight categories are:

BUILD IT, MAKE IT, DO IT

Creative and imaginative play that will keep little ones occupied this Christmas

Aquabeads Deluxe Studio	Epoch Making Toys	£29.99
Chocolate Egg Surprise Maker	Jakks Pacific	£24.99
City Coast Guard 4x4 Response Unit	Lego	£19.99
City Jungle Exploration Site	Lego	£84.99
Easy Braids	Character Options	£19.99
Friends Sunshine Catamaran	Lego	£64.99
Gel-a-Peel Fashion Maker	MGA Entertainment	£29.99
Magic Tracks	Re:creation	£19.99
Mayka Toy Block Tape	Zuru-Geemac	£14.99
Oonies Inflator Starter Pack	Character Options	£19.99
Play-Doh Kitchen Creations Magical Oven	Hasbro	£24.99

GAMES GALORE

Guaranteed to cause laughter and banter up and down the country this Christmas

Dobble	Esdevium Games	£12.99
Fantastic Gymnastics	Hasbro	£22.99
Get a Grip	Hasbro	£19.99
Giggle Wiggle	John Adams Leisure	£24.99
Pie Face Sky High!	Hasbro	£26.99
Pokemon TCG: Island Guardians Tin	Esdevium Games	£19.99

Speak Out Kids vs Parents	Hasbro	£19.99
Spin to Sing	Worlds Apart	£19.99
Toilet Trouble*	Hasbro	£17.99
Who's The Dude?	Vivid Toy Group	£24.99

LICENSED TO THRILL

These toys will be 'shaking' things up and will certainly cause a 'stir'

Cars 3: Diecast	Mattel	£6.49
Cars 3: Jackson Storm's Transforming Hauler	Mattel	£39.99
My Little Pony The Movie: Canterlot and Seaquestria	Hasbro	£79.99
My Little Pony The Movie: Pinkie Pie	Hasbro	£20.99
Ninjago Movie: Destiny's Bounty	Lego	£109.99
Ninjago Movie: Green Ninja Mech Dragon	Lego	£44.99
Playmobil Ghostbusters Ecto-1	Playmobil	£39.99
Star Wars Bladebuilders: Path of The Force Lightsaber	Hasbro	£49.99
Star Wars: BB-8*	Lego	£84.99
Star Wars: First Order Heavy Assault Walker	Lego	£129.99
Transformers The Last Knight Turbo Changers	Hasbro	£24.99

LIGHTS, CAMERA, ACTION!

The toys that will get children taking centre stage

Airhogs Hyper Drift Drone	Spin Master Toys	£44.99
Fisher-Price Imaginext Batbot Xtreme	Mattel	£124.99
Laser X – 2 Player Pack*	Character Options	£49.99
My First Drone	MGA Entertainment	£34.99

Nerf Modulus Regulator	Hasbro	£69.99
Nerf Nitro Longshot Smash*	Hasbro	£21.99
Power Rangers Ninja Steel DX Ninja Star Blade	Bandai	£29.99
SoundMoovz	Character Options	£49.99

LITTLE TREASURES

Small in stature but will create big smiles

Bush Baby World Sleepy Pod with Bush Baby	Golden Bear	£12.99
Fidget Cube	Zuru-Geemac	£9.99
Fingerlings*	Jazwares/WowWee	£14.99
Hatchimals Colleggtibles 4-pack + Bonus	Spin Master Toys	£9.99
L.O.L. Surprise Series 2*	MGA Entertainment	£9.99
Little Live Pets Lil' Ladybug Garden	Character Options	£22.99
PJ Masks Vehicle & Figure Assortment	Flair Leisure Products	£13.99
Rubik's The Original 3x3 Cube	John Adams Leisure	£12.99
Shopkins Shoppies	Flair Leisure Products	£15.99
Super Wings Transforming Vehicles	Alpha Animation & Toys	£12.99

MY BEST FRIEND

Everyone's favourite companions

Barbie DreamHorse	Mattel	£89.99
Barbie Newborn Pups	Mattel	£26.99
FurReal Roarin' Tyler*	Hasbro	£134.99
Hatchimals Glittering Garden	Spin Master Toys	£64.99
Hatchimals Surprise*	Spin Master Toys	£74.99
JoJo Siwa Singing JoJo	Flair Leisure Products	£24.99

Little Live Pets Cuddles My Dream Kitten	Character Options	£54.99
Luvabella	Spin Master Toys	£99.99
Robo Alive – Snake & Lizard	Zuru-Geemac	£12.99
The Original Stretch Armstrong*	Character Options	£21.99
Zoomer Show Pony	Spin Master Toys	£84.99

TOP OF THE TOTS

This year's preschool greatest hits

Baby Alive Sweet Tears Baby	Hasbro	£49.99
Chase me Casey	VTech Electronics	£37.99
Duplo: The Number Train	Lego	£12.99
Fisher-Price Teach 'n Tag Movi	Mattel	£44.99
LeapStart interactive Learning System for Active Minds	Leapfrog Toys	£39.99
Paw Patrol My Size Lookout Tower	Spin Master Toys	£109.99
Paw Patrol Sea Patroller*	Spin Master Toys	£69.99

THE CHRISTMAS 'WOW' BOXES

The big boxes that kids can't wait to unwrap under the Christmas tree

Bush Baby World Dream Tree	Golden Bear	£49.99
Enchantimals Playhouse Panda Set*	Mattel	£32.99
Glimmies Rainbow Friends Glimtree	Flair Leisure Products	£34.99
L.O.L. Surprise Big Surprise	MGA Entertainment	£59.99
Num Noms Scented Nail Polish Maker	MGA Entertainment	£49.99
PJ Masks Headquarters Playset*	Flair Leisure Products	£49.99
Skyanna's Shopkins Jet	Flair Leisure Products	£49.99
Sylvanian Families Starry Point Lighthouse	Flair Leisure Products	£58.99

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-2017

-Ends-

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Notes to Editors

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association, participating companies and the research company, the NPD Group, 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), Toys R Us, 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.

8th November 2017