



DreamToys Themes

HEADLINES:

1. Blockbuster movie licences drive the toy industry forward this Christmas
2. Retro licences making a comeback this Christmas, but with a modern/contemporary twist
3. Creativity and play value are an important part of the DreamToys list this year
4. Toys are now more innovative and interactive than ever
5. UK toy market expected to grow by 6% in anticipation of Christmas sales

More info:

Blockbuster Licenses

Star Wars; Jurassic Park; Frozen; The Avengers; Minions – Some of the biggest movie franchises of a generation are encapsulated in this year's DreamToys list. These toys allow children to live out their fantasies in the starring role of their favourite film.

EXAMPLES: *Star Wars The Force Awakens Millennium Falcon; Marvel Avengers Age Of Ultron Interactive Hulkbuster; Disney Princess Elsa's Sparkling Ice Castle; Jurassic World: Raptor Rampage; Mega Bloks Build-A-Minion*

Retro Licenses

Old school licenses are making a comeback. These are the type of shows and toys parents played with and watched as kids and now want to introduce to their children.

EXAMPLES: *Star Wars Bladebuilder Jedi Master Lightsaber; Turtles Half-Shell Heroes Super Sewer HQ; Jurassic World: Raptor Rampage; Thunderbirds-Interactive Tracy Island; Care Bears Sing-a-Long Bear*

Creative Play

This year's list includes a series of toys which enhance the creativity of play and encourage the use of imagination and cognitive development.

EXAMPLES: *Barbie Airbrush Designer Doll and Set; Ninjago Master Wu Dragon; Wacky-tivities Kinetic Sand; Easy Nails Nail Spa; IDO3D Deluxe 3D Design Studio*

Innovation and Toys

Toys have always incorporated innovation – for example the intuitive way in which technology is being used to enhance traditional play patterns.

EXAMPLES: *Disney Frozen Sing-A-Long Elsa; Fisher Price Dance & Move BeatBo; Meccanoid G15 KS Personal Robot; Real FX Slotless Racing*

UK Market Growth

UK toy industry is hoping for a record year after the success of Disney's Frozen, Minions and Minecraft have boosted sales by 6%. With major sales from this year's DreamToys list still to come the market could expect to grow by over £100 million.