

EMBARGOED UNTIL 7AM WEDNESDAY 14 NOVEMBER 2018



L.O.L., PEPPA PIG AND SYLVANIAN FAMILIES FEATURE IN 2018'S FULL DREAMTOYS LIST

London 14 November 2018: Polly Pocket Big World Assortment, Hatchibabies, and Ricky The Trick-Lovin' Pup are just three of the toys tipped as the most-wanted this Christmas. More than 70 toys made it to the annual DreamToys long list, which was unveiled this morning at St Mary's Church, Marylebone.

DreamToys is the most independent and authoritative predictive list in the UK, selected by a representative panel of leading toy retailers and experts. From collectables to family board games, cuddly creatures and slime sets, DreamToys highlights those toys that will be the most popular choices this Christmas.

"This year's DreamToys list captures the real wonder and anticipation of Christmas time," said Gary Grant, chair of the DreamToys selection committee. "Play is something that is very important to a child's development and the toys selected for DreamToys 2018 promote many key play values while maintaining the excitement that comes with unwrapping a favourite at Christmas."

The DreamToys committee also announced a list for 'stocking fillers' toys. This additional list represents the top collect-them-all brands for the year, including the likes of L.O.L., Lego Minifigures, Soft 'N Slo and Fortnite.

"Collectables remain one of the most popular trends in the playground, so our 'Stocking Fillers' list celebrates the most innovative entries in this category," added Grant. "These toys will excite and bring joy to children whether found under the Christmas tree or as a stocking filler."

For mums, dads and present givers looking to plan the best toys for under the tree, the full DreamToys list can be viewed on the DreamToys Facebook page www.facebook.com/DreamToysUK.

"With annual sales of £3.5BN, the UK toy industry is the largest in Europe and fourth globally," commented Frederique Tutt, global analyst for the NPD Group's toy division. "This year again, traditional play patterns will dominate Christmas trends with dolls (playset and nurturing dolls), arts & crafts (slime), board games and hot licences continuing to be favourites with parents and gift givers alike. The collectable-mania (+30% year-to-date) fuelled by millions of 'unboxing' videos posted on social media by influencers – both children and adults - will also continue around Christmas time with larger packs."

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, market price may vary from retailer to retailer)

The eight categories are:

Paws & Claws

Cute and cuddly but be careful – some bite!

Fingerlings Hugs	Jazwares/WowWee	£29.99
Fingerlings Untamed Jailbreak T-Rex Playset*	Jazwares/WowWee	£24.99
Flippables	TY UK	£9.99
FurReal Ricky, Trick Lovin' Pup	Hasbro	£134.99
Little Live Pets Princess My Dancing Unicorn	Character Options	£22.99
Little Live Pets Wrapples	Character Options	£16.99
Myla The Magical Make-Up Unicorn	VTech Electronics Europe	£49.99
Pomsies	Bandai	£17.99
Zoomer Hungry Bunnies	Spin Master Toys	£29.99

Winner Takes It All

Games to bring everyone together this Christmas

Dobble Classic	Asmodee	£12.99
Don't Step In It	Hasbro	£19.99
Foxy Pants	Vivid / Drumond Park	£22.99
Monopoly Cheaters Edition	Hasbro	£21.99
Monopoly Fortnite Edition*	Hasbro	£21.99
Mr Pop	John Adams Leisure	£22.99
Pimple Pete	Spin Master Toys	£19.99
Pull My Finger Game	Jakks Pacific	£19.99
Strictly Come Dancing The Board Game	John Adams Leisure	£29.99
What's That Smell Game	Jazwares/WowWee	£19.99

It's Showtime

Recreate your favourite movie scenes – or let them make their own!

Harry Potter Dolls Assortment	Mattel	£21.99
Harry Potter Hogwarts Express	LEGO	£74.99
Harry Potter Hogwarts Great Hall*	LEGO	£89.99
Harry Potter Real Talking Sorting Hat	Kids@Play	£39.99
Harry Potter Wizard Training Wand*	Jakks Pacific	£24.99
Incredibles 2 – Jack-Jack Attacks	Jakks Pacific	£39.99
Jurassic World Blue's Helicopter Pursuit	LEGO	£49.99
Jurassic World Thrash 'N Throw Tyrannosaurus Rex	Mattel	£49.99
Marvel Black Panther Vibranium Power FX Claw	Hasbro	£20.99
Stretch Justice League	Character Options	£12.99

Messy Christmas

Let them get their hands dirty with these inventive toys

Aquabeads Magical Unicorn Set	Epoch Making Toys	£14.99
Cool Maker Kumi Kreator	Spin Master Toys	£29.99
Cra-Z-Slimy Creations Super Slime Studio*	Character Options	£29.99
Glam Goo Deluxe Pack	MGA Entertainment	£29.99
Play-Doh Buzz 'N Cut	Hasbro	£18.99
Soft 'n Slo Squishes Animal Pals	Character Options	£6.99
Squish Dee Lish Jumbo	Jakks Pacific	£14.99

Play, Set & Match

Guaranteed to make children's imagination run wild

Arctic Mobile Exploration Base	LEGO	£84.99
Barbie Care Clinic Playset	Mattel	£49.99

Barbie Ultimate Kitchen*	Mattel	£49.99
Children's Furnished Hospital	Playmobil	£64.99
Hatchimals Tropical Party	Spin Master Toys	£29.99
Hidden Temple with T-Rex	Playmobil	£49.99
Hot Wheels Corkscrew Crash	Mattel	£49.99
Moj Moj Claw Machine	MGA Entertainment	£39.99
Polly Pocket World Assortment	Mattel	£12.99

What's in the Box?

Not knowing is part of the fun!

Crate Creatures Surprise!	MGA Entertainment	£39.99
Hairdorables	Just Play/Flair Leisure Products	£14.99
Hatchimals Hatchibabies	Spin Master Toys	£59.99
L.O.L. Surprise! Bigger Surprise	MGA Entertainment	£84.99
L.O.L. Surprise! Biggie Pets Assortment	MGA Entertainment	£36.99
L.O.L. Surprise! Pop-Up Store*	MGA Entertainment	£39.99
L.O.L. Surprise! Under Wraps*	MGA Entertainment	£14.99
Pikmi Pops Surprise Mega Pack	Flair Leisure Products	£29.99
Poopsie Magical Unicorn*	MGA Entertainment	£49.99
Poopsie Slime Surprise!	MGA Entertainment	£9.99
Rainbocorn Sequin Surprise!	Zuru	£24.99
Scruff-a-Luvs	Worlds Apart	£19.99
Smooshy Mushy Baby	Bandai	£16.99

Thrill Seekers

Unleash the inner action hero with these high-adrenaline toys!

Air Hogs Supernova	Spin Master Toys	£39.99
Boxer*	Spin Master Toys	£79.99
GraviTrax Starter Set	Ravensburger	£49.99
Lazer X Twin Pack*	Character Options	£49.99
Mibro – Really Rad Robots	Character Options	£39.99
Morfboard Scoot & Skate	Jakks Pacific	£99.99
Nerf Laser Ops Pro 2-Pack	Hasbro	£44.99
Nerf N-Strike Elite Infinus	Hasbro	£69.99
Roblox Legends of Roblox	Jazwares	£19.99

Tot Spot

This year's preschool collection takes the top spot

Baby Annabell Milly Feels Better	Zapf Creation	£42.99
Fisher-Price Dance & Groove Rockit	Mattel	£34.99
LeapFrog LeapStart 3D	LeapFrog Toys	£49.99
Paw Patrol Ultimate Fire Truck*	Spin Master Toys	£69.99
Peppa Pig Mobile Medical Centre	Character Options	£29.99
Sylvanian Families Baby Castle Nursery	Epoch Making Toys	£29.99
Toot-Toot Friends Pirate Ship	VTech Electronics Europe	£39.99

Alongside the DreamToys long list, the selection committee also selected a collection of 'Stocking Filler' toys that many children will be hoping Santa delivers this Christmas.

Stocking Fillers

Bubbleezz Animalzz Mega	Character Options	£6.99
Hot Wheels Diecast Assortment	Mattel	£1.99

L.O.L. Surprise! Pets	MGA Entertainment	£9.99
L.O.L. Surprise! Sisters	MGA Entertainment	£5.99
Lego Minifigures	LEGO	£2.99
Moj Moj	MGA Entertainment	£3.99
Odditeez Ultra Slimeballz	Character Options	£6.99
Party Popteenies Single Popper	Spin Master Toys	£4.99
Pikmi Pops PushMi Ups	Flair Leisure Products	£5.99
Pop Games: Fortnite	Funko	£10.99
Roblox Mystery Figure Characters	Jazwares	£3.99
Shopkins Lil' Secrets Shop 'n' Lock	Flair Leisure Products	£9.99
Squeezamals	Vivid Toy Group	£5.99
Sylvanian Families Baby Band Series	Epoch Making Toys	£3.99
Treasure X	Character Options	£9.99
Twisty Petz	Spin Master Toys	£4.99

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-2018

*Statistics provided by the NPD Group

-Ends-

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Notes to Editors

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.

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The following retail companies and collectives fed into the DreamToys selection process:

AIS (buying group), The Entertainer, Hamleys, Selfridges, Smyths Toys, Toymaster (buying group), 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.