

EMBARGOED UNTIL 7AM WEDNESDAY 14 NOVEMBER 2018



THE TOP TWELVE TOYS THIS CHRISTMAS UNVEILED AT DREAMTOYS 2018

London 14 November 2018: The DreamToys list is the most independent and authoritative prediction of toys that will be the most sought after this Christmas in the UK. Selected by a representative panel of retailers and industry experts, these are the toys that will be the talk of the playground this festive season.

The full Top 12 list is as follows in no particular order (all prices quoted as RRP, market price may vary from retailer to retailer)

Barbie Ultimate Kitchen	Mattel	£49.99
Boxer	Spin Master Toys	£79.99
Cra-Z-Slimy Creations Super Slime Studio	Character Options	£29.99
Fingerlings Untamed Jailbreak T-Rex Playset	Jazwares/WowWee	£24.99
Harry Potter Hogwarts Great Hall	LEGO	£89.99
Harry Potter Wizard Training Wand	Jakks Pacific	£24.99
L.O.L. Surprise! Pop-Up Store	MGA Entertainment	£39.99
L.O.L. Surprise! Under Wraps	MGA Entertainment	£14.99
Lazer X Twin Pack	Character Options	£49.99
Monopoly Fortnite Edition	Hasbro	£21.99
Paw Patrol Ultimate Fire Truck	Spin Master Toys	£69.99
Poopsie Surprise Unicorn	MGA Entertainment	£49.99

“It is a huge honour each year to unveil the DreamToys top twelve list,” said Gary Grant, chair of the DreamToys committee. “We have a fantastic range of toys this year to suit every budget, with three quarters of the list under £50, representing real value for money in these uncertain times. The list is an excellent reflection of the toy industry’s dedication to innovation and ingenuity and highlights the wonder and happiness that toys bring to children and families at this time of year.”

Frederique Tutt, global analyst for The NPD Group's toy division added, "2018 has been very disruptive for the toy industry globally. However, whilst retail is experiencing a transformation, more than £1.2BN worth of toys will be sold this Christmas. We expect dolls, slime, Harry Potter, collectables and 'unboxing' toys to be on children's lists."

DreamToys also announced a separate list for 'stocking fillers', highlighting the importance of collectable toys to the toy industry. Featuring entries from MGA Entertainment, Lego, and Character Options, prices on the list range from £1.99 to £10.99. The full list is available on the DreamToys website.

To see the top twelve in more detail, and the full DreamToys list, consumers can head to the DreamToys Facebook page (www.facebook.com/dreamtoysUK).

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

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For more information, please contact:

Dean Barrett or Ravi Vijh

Bastion

Tel 0203 841 7660; DB 07802 898 110; RV 07753 229 236

dreamtoys@bastion.co.uk

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.

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), 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.