



A stretchy muscleman, a programmable caterpillar and an edible chocolate pen feature in the full DreamToys 2016 list

The Creative Play, Family Fun and licence sectors are big winners in this year's DreamToys list

LONDON 9th November 2016: A Real Baking Chocolate Pen, Stretch Armstrong, Teletubbies Jumping Po and a code-able caterpillar are just some of the toys that make up this year's DreamToys list. Decided by a panel of leading toy retailers in the UK, The Toy Retailers Association's DreamToys list is the most accurate and authoritative predictive list available, and provides consumers with expert insight into what will be the most popular toys this Christmas.

The full DreamToys list has some licensing heroes such as Star Wars, Paw Patrol and Finding Dory. But toys that have an element of collectability are massively popular and as a result play a big part in the list this year." commented Gary Grant, chair of the DreamToys selection committee.

"The list is diverse and perfectly illustrates the enjoyment toys bring at Christmas time, providing a present for every budget. For the first time ever, to make the task easier for consumers to find the perfect toy, the full list can now be downloaded as an app by simply searching DreamToys 2016 in the relevant app store."

Frederique Tutt, global industry analyst for The NPD Group confirms: "This year, sales in the more traditional categories have been growing the market, with games and puzzles, dolls and plush accounting for 70% of the overall market increase to date. Growing the most, at 15%, we expect many families will be enjoying quality time together this Christmas with games and puzzles as old favourites will be joined by the hilarious Speak Out and Silly Sausage. We're forecasting a very merry Christmas for the toy industry – expecting annual sales to reach 400 million toys for the first time ever."

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

The eight categories are:

*Indicates one of the 12 Top Toys

(all prices are RRP's)

PET CORNER

From fictional beasts to animals from hit movies, these toys are not just for Christmas.

Beanie Boo Buddies	TY UK	£11.99
Finding Dory Coffee Pot play set	Zuru – Geemac	£19.99
FurReal Friends Bootsie	Hasbro	£59.99
FurReal Friends Torch, My Blazin' Dragon	Hasbro	£89.99
Paw Patrol Treat Time Marshall	VTech Electronics	£34.99
The Secret Life of Pets Best Friend Max	Spin Master Toys	£44.99
Snuggle My Dream Puppy*	Character Options	£49.99
Zoomer Chimp	Spin Master Toys	£119.99

LOOK WHAT I MADE

Toys that bring out the creative genius in every child

Bunchems Mega Pack	Spin Master Toys	£24.99
Play-Doh Ice Cream Castle	Hasbro	£19.99
Pottery Cool Studio	Spin Master Toys	£34.99
Real Baking Chocolate Pen	Vivid Toy Group	£19.99
Real Construction Deluxe Workshop	Jakks Pacific	£29.99

ACTION STATIONS!

Nothing sedate here, these toys fire the imagination in every sense

Barbie Ultimate Puppy Mobile	Mattel	£44.99
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City Volcano Exploration Base	LEGO	£79.99
Fisher-Price Blaze Monster Dome Playset	Mattel	£29.99
Friends Amusement Park Roller Coaster*	LEGO	£89.99
Hot Wheels Ultimate Garage*	Mattel	£89.99
Marvel Captain America: Civil War Blaster Reveal Shield	Hasbro	£29.99
Nerf Modulus Tri-Strike	Hasbro	£59.99
Nerf N-Strike Elite Hyperfire*	Hasbro	£49.99
Nexo Knights General Magmar's Siege Machine of Doom	LEGO	£34.99
Star Wars Bladebuilders Spin-Action Lightsaber	Hasbro	£44.99
Star Wars Rebel U-Wing Fighter*	LEGO	£69.99
Turtles Heroes Half-Shell Headquarters Playset	Flair Leisure Products	£69.99

GUYS AND DOLLS

These toys are set to take centre stage under the Christmas tree

Baby Annabell Doll	Zapf Creation	£49.99
Barbie Fashionista	Mattel	£15.99
Disney Princess Colours of the Sea Ariel	Jakks Pacific	£33.99
DC Super Hero Girls	Mattel	£19.99
Frozen Northen Lights Elsa	Jakks Pacific	£38.99
Stretch Armstrong	Character Options	£19.99
Star Wars Interactech Imperial Stormtrooper	Hasbro	£39.99
Trolls Hug Time Poppy	Hasbro	£49.99

GOOD GAME, GOOD GAME

At the Christmas table it will be nice to see these, to see these nice.

Bop It!	Hasbro	£22.99
Gas Out	Mattel	£16.99
Monopoly Ultimate Banking	Hasbro	£19.99
Pie Face Showdown!	Hasbro	£24.99
Silly Sausage*	John Adams	£19.99
Simon Air	Hasbro	£24.99
Soggy Doggy	John Adams	£19.99
Speak Out*	Hasbro	£19.99

TOT THEM UP

Toys that will make the youngest smile this Christmas

Fisher-Price Dance & Move BeatBo	Mattel	£39.99
Paw Patrol Air Patroller*	Spin Master Toys	£39.99
Paw Patrol Zoomer Marshall	Spin Master Toys	£69.99
Princess Peppa's Rose Garden & Tower	Character Options	£29.99
Teletubbies Jumping Po	Character Options	£24.99
Thomas & Friends TrackMaster Sky-High Bridge Jump*	Mattel	£99.99
Toot-Toot Drivers Gold Mine Train Set	VTech Electronics	£52.99
Weebles Paw Patrol Pull & Play Seal Island Playset	Character Options	£29.99

STARTING MY FIRST COLLECTION

These toys are the starting blocks for budding young collectors

Disney Tsum Tsum Toy Shop Playset	Zuru - Geemac	£24.99
Grossery Gang Yucky Mart	Flair Leisure Products	£19.99

Lil Mouse Fun Park	Character Options	£29.99
My Little Pony Explore Equestria Crystal Empire Castle	Hasbro	£41.99
Num Noms Lip Gloss Truck	MGA Entertainment	£29.99
Puppy In My Pocket Pretty Pet Palace	Flair Leisure Products	£29.99
Shopkins Chef Club Hot Spot Kitchen*	Flair Leisure Products	£24.99
Shopkins Happy Places Home	Flair Leisure Products	£29.99
Shopkins Smoothie Truck	Flair Leisure Products	£19.99
Shopkins Shoppies	Flair Leisure Products	£14.99
Trolls Poppy Style Station	Flair Leisure Products	£24.99
Twozies Two-Playful Café	Character Options	£19.99

CONNECTED

Technology and traditional play go hand in hand

Fisher-Price Code-a-Pillar	Mattel	£49.99
Furby Connect	Hasbro	£99.99
Hatchimals*	Spin Master Toys	£59.99
Kidizoom Selfie Cam	VTech Electronics	£49.99
LeapStart Preschool Interactive Learning System	Leapfrog Toys	£34.99
SelfieMic*	Worlds Apart	£19.99
Teksta Robotic Puppy with Voice Recognition	Character Options	£59.99

The full DreamToys list including the top 12 toys can be viewed by downloading the DreamToys app, simply by searching DreamToys 2016 in the App or Google Play Stores.

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-2016

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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.

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:

Argos, Boots, The Entertainer, Mothercare, Selfridges, Smyths Toys, Toymaster, Toys R Us, Toy Town and representatives of buying groups across the specialist, local, independent and department store toy departments

9th November 2016

