

EMBARGOED UNTIL 7AM WEDNESDAY 13 NOVEMBER 2019



FROZEN, TOY STORY, MARVEL & STAR WARS FEATURE IN 2019'S FULL DREAMTOYS LIST

London - 13 November 2019: Parents and gift givers today received the clearest indication of what toys will be the most sought-after this Christmas following the release of the Toy Retailers Association's DreamToys list. Compiled by leading retailers and toy experts, and independent of toy makers, the DreamToys list is the most authoritative predictive list published for toys.

"The 2019 DreamToys list captures all the excitement and fun of Christmas," said Gary Grant, chair of the DreamToys selection committee. "It's never been more important to give children opportunities to play and learn and this year's selection shows the many, many ways they can play together, alone, and in innovative new ways."

This year's DreamToys full-list is notable for the number of licensed toys included, from the Fortnite Battle Royale Collection Battle Bus and the Harry Potter Invisibility Cloak to Star Wars Yoda from Lego and Frozen 2 Magic Ice Walker.

The full DreamToys list can be viewed on the DreamToys Facebook page:

www.facebook.com/DreamToysUK.

Frederique Tutt, global analyst for The NPD Group's toy division said, "In 2019 so far we've seen licences drive toy sales, particularly Fortnite and movies, and to date they account for 23% of the market overall. We're expecting more of this to the end of the year with some massive franchises due for release, including Star Wars and Frozen. Kids' love for "surprise" and "reveal" toys shows that this trend has staying power, with LOL Surprise! still the number one collectable year to date, the second year in a row. Established perennial brands like Barbie and Peppa Pig too are expected to continue on their growth trajectory this Christmas as manufacturers keep reinventing their most precious assets to make sure they stay relevant for today's kids."

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, market price may vary from retailer to retailer)

The eight categories are:

Movie Magic

Bringing the excitement of the big screen to life!

*Frozen 2 'Into the Unknown' Elsa Doll	Jakks Pacific	£39.99 RRP
Frozen 2 Fold + Go Arendelle Castle	Hasbro	£49.99 RRP
Frozen 2 Magic Ice Walker	Flair Leisure Products	£29.99 RRP
Frozen 2 Singing Assortment	Hasbro	£19.99 RRP
Harry Potter Invisibility Cloak	Wow! Stuff	£59.99 RRP
*Harry Potter Knight Bus	Lego	£34.99 RRP
How to Train Your Dragon Hatching Dragon	Spin Master Toys	£59.99 RRP
Marvel Avengers Infinity Gauntlet Electronic Fist	Hasbro	£20.99 RRP
Marvel Avengers War Machine Buster	Lego	£29.99 RRP
Marvel Superhero Adventures Mega Mighties	Hasbro	£9.99 RRP
Mr Potato Head Movin' Lips	Hasbro	£22.99 RRP
Pop! Star Wars D-O	Funko	£10.99 RRP
Star Wars Yoda	Lego	£89.99 RRP
*Toy Story 4 True Talkers	Mattel	£17.99 RRP
Toy Story 4 Ultimate Walking Buzz Lightyear	Mattel	£34.99 RRP

Curious Creatures

Furry, scaly, feathered friends!

Baby Shark Song Puppet	Jazwares	£19.99 RRP
Barbie Magic Lights Unicorn and Doll	Mattel	£54.99 RRP
Fisher-Price Smooth Moves Sloth	Mattel	£34.99 RRP
FurReal Cubby - The Curious Bear	Hasbro	£79.99 RRP
Little Live Pets Rainglow Unicorn Vet Kit	Character Options	£69.99 RRP
*Owleez	Spin Master Toys	£49.99 RRP
Pets Alive Boppi the Booty Shakin Llama	Zuru	£24.99 RRP
Scruff-a-Luvs Real Rescue Electronic Pet	Moose Toys	£39.99 RRP
Twisty Petz Unicorn Family Pack	Spin Master Toys	£16.99 RRP
Wraptiles	Character Options	£16.99 RRP

Fam Fun

Challenging games for the whole family.

Bank Attack	John Adams Leisure	£24.99 RRP
Boomtrix Multiball	Vivid Toy Group	£29.99 RRP
Dobble Harry Potter	Asmodee	£14.99 RRP
Monopoly Voice Banking	Hasbro	£29.99 RRP
Pictionary Air	Mattel	£19.99 RRP
Puff Ball	Drumond Park/Tomy	£24.99 RRP
Rubik's Cube	John Adams Leisure	£12.99 RRP

Trains, Planes & Automobiles
All aboard for imaginative play

*Barbie Dreamplane Playset	Mattel	£79.99 RRP
Deep Space Rocket and Launch Control	Lego	£89.99 RRP
Duplo Submarine Adventure	Lego	£17.99 RRP
Friends Rescue Mission Boat	Lego	£84.99 RRP
Hot Wheels Colossal Crash	Mattel	£89.99 RRP
Imaginext DC Super Friends Transforming Batmobile	Mattel	£99.99 RRP
*L.O.L. Surprise! 2-in-1 Glamper	MGA Entertainment	£99.99 RRP
Monster Jam Monster Dirt Arena	Spin Master Toys	£29.99 RRP
Technic Land Rover Defender	Lego	£159.99 RRP

Back to Preschool
Developing skills for life

LeapFrog Smart Sizzling BBQ Grill	LeapFrog Toys	£49.99 RRP
Learn & Dance Dino	VTech Electronics	£39.99 RRP
*PAW Patrol Mighty Pups Super PAWs Mighty Jet Command Centre	Spin Master Toys	£59.99 RRP
PAW Patrol True Metal Launch'N Haul PAW Patroller	Spin Master Toys	£39.99 RRP
Peppa Pig Peppa's Big Red Car	Character Options	£24.99 RRP
*Peppa Pig Peppa's Stage Playset	Character Options	£39.99 RRP
Thomas & Friends TrackMaster Cave Collapse Set	Mattel	£59.99 RRP
Toot-Toot Drivers Train Set	VTech Electronics	£49.99 RRP

The Big Reveal
Wait for it...wait for it...boom!

*Blume Dolls	Skyrocket	£9.99 RRP
Capsule Chix Capsule Chix Ultimix 4-Pack	Moose Toys	£49.99 RRP
Hairdorables HairDUDEables	Flair Leisure Products / Just Play	£27.99 RRP
Hatchimals Pixies	Spin Master Toys	£7.99 RRP
Rainbocorns Sequin Surprise - The Ultimate Surprise Egg	Zuru	£24.99 RRP
Ryan's World Mystery Adventure Playset	Vivid Toy Group	£49.99 RRP
*Ryan's World Super Surprise Safe	Flair Leisure Products / Just Play	£44.99 RRP
Smashers Epic Dino Egg	Zuru	£24.99 RRP

Let's Get Busy

Energetic creative fun for everyone

Bakugan Starter Pack	Spin Master Toys	£19.99 RRP
Cool Maker Go Glam Nail Studio	Spin Master Toys	£24.99 RRP
Fortnite Battle Royale Collection Battle Bus	Moose Toys	£39.99 RRP
Fortnite Squad Mode 4-Figure Pack	Jazwares	£34.99 RRP
Heroes of Goo Jit Zu Versus Pack	Character Options	£19.99 RRP
*Nerf Elite Fortnite SP-L	Hasbro	£19.99 RRP
Play-Doh Kitchen Creations Stamp & Top Pizza	Hasbro	£19.99 RRP

My Best Friend

A fun companion to take wherever you go!

Ballerina Dreamer Dancing Ballerina	Character Options	£49.99 RRP
Barbie Fashionistas Doll With Wheelchair	Mattel	£16.99 RRP
Elli Smiles	Zapf Creations	£79.99 RRP
Kindi Kids Snack Time Friends	Moose Toys	£24.99 RRP
L.O.L. Surprise! O.M.G. Fashion Doll	MGA Entertainment	£29.99 RRP
Moon and Me - Goodnight Pepi Nana	Hasbro	£22.99 RRP
Pokémon Power Action Pikachu	Character Options	£29.99 RRP
*Rizmo	Tomy	£59.99 RRP
Sylvanian Families Sweet Raspberry Home	Epoch Making Toys	£19.99 RRP

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-2019

*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), Argos, 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.