

**EMBARGOED UNTIL 00.01AM WEDNESDAY 28 OCTOBER 2020**



## **DREAMTOYS LONG LIST ANNOUNCED AS PARENTS SAY THAT PLAYTIME IN LOCKDOWN HAS BROUGHT THEM CLOSER TO CHILDREN**

**London - 28 October 2020** – Today, the Toy Retailers Association announced its list of which toys will be the most sought after this Christmas. Brought forward from its traditional announcement in November due to concerns linked to the pandemic, the DreamToys list is the most authoritative predictive list of which toys will fly off shelves this Christmas. Chosen by a panel of retailers and industry experts, the list is independent of toy manufacturers and makers.

Gary Grant, chair of the DreamToys selection committee, sees toys as an essential part of Christmas: “2020 has been a challenging year for all, but toys have entertained and educated many during lockdown. This year’s list represents a mixture of those toys which have kept families company during these difficult times, and innovation which will impress under the tree. We hope toys will continue to bring joy to all families over the festive period - as they have always done.”

This year’s full list contains familiar names, with Barbie, Peppa Pig and Paw Control returning as favourites amongst new toys, such as Fifi the Flossing Sloth, Windy Knickers and Squishmallows. Family favourites Scrabble, UNO and Cluedo also make an appearance in time for this year’s festive fun.

The full list can be viewed on the DreamToys Facebook page: [www.facebook.com/DreamToysUK](https://www.facebook.com/DreamToysUK)

There are seven categories this year, each designed to highlight the wildly different and varied types of play that children can take part in. The categories are:

**(Bold indicates one of the 12 Top Toys, all prices quoted as RRP’s, market price may vary from retailer to retailer)**

### **Dolled Up**

*And everywhere to go for these magnificent mannequins.*

Barbie Colour Reveal Mermaid Doll Assortment	Mattel Toys	£19.99
Cocomelon Bedtime JJ Doll	Bandai	£24.99
FailFix Epic Colour 'N' Style Makeover Pack	Moose Toys	£29.99
Hatchimals Pixies Crystal Flyers Assortment	Spin Master Toys	£34.99
Kindi Kids Shiver 'n' Shake Rainbow Kate	Moose Toys	£39.99
L.O.L. Surprise! O.M.G. Remix 4-in-1 Plane Playset	MGA Entertainment	£89.99
<b>L.O.L. Surprise! O.M.G. Remix Fashion Doll Asst</b>	<b>MGA Entertainment</b>	<b>£39.99</b>

Luvabella Mealtime Magic	Spin Master Toys	£64.99
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### Crafty Kids

*Parental Warning: Mess may be made, but fun will definitely be had!*

Aquabeads Star Bead Studio	Epoch Making Toys	£14.99
Cool Maker Go Glam Nail Salon Stamper	Spin Master Toys	£24.99
DOTS Rainbow Jewellery Stand Set	LEGO	£12.99
Friends Jungle Rescue Base	LEGO	£74.99
Gemex Deluxe Creation Station	John Adams	£29.99
Kidizoom Studio	VTech Electronics	£49.99
Stuff A Loons Maker Station	Character Options	£19.99
The Original Spirograph Design Set Boxed	Flair Leisure Products	£9.99

### Licensed To Thrill

*Bringing big and small screen magic to a living room near you.*

Fortnite Battle Bus	Jazwares	£49.99
<b>Harry Potter Hedwig</b>	<b>LEGO</b>	<b>£34.99</b>
Jurassic World Epic Roarin' T-Rex	Mattel Toys	£49.99
Marvel Bend and Flex (Asst)	Hasbro	£9.99
<b>Peppa Pig Peppa's Shopping Centre</b>	<b>Character Options</b>	<b>£39.99</b>
<b>Pokémon Carry Case Playset</b>	<b>Character Options</b>	<b>£39.99</b>
Star Wars 501st Legion Clone Troopers Set	LEGO	£24.99
<b>Star Wars The Mandalorian – The Child "Baby Yoda"</b>	<b>Mattel Toys</b>	<b>£29.99</b>
<b>Super Mario Adventures With Mario Starter Course</b>	<b>LEGO</b>	<b>£49.99</b>

### Animal Farm

*More Aww-wellian than Orwellian, these creatures great and small will put a smile on faces.*

Fifi the Flossing Sloth	Zuru	£24.99
Hey Duggee Voice Activated Smart Duggee	Golden Bear	£34.99
Little Live Pets Gotta Go Flamingo	Character Options	£32.99
<b>Present Pets (Asst)</b>	<b>Spin Master Toys</b>	<b>£54.99</b>
Rainbocorns Wild Heart Surprise	Zuru	£24.99
Smashers Dino Ice Age Surprise Egg	Zuru	£24.99
Squeakee The Interactive Balloon Dog	Character Options	£59.99
Sylvanian Families Adventure Tree House	Epoch Making Toys	£49.99

### Lockdown Showdown

*The perfect way to decide who does the washing up after Christmas dinner.*

Adult Puzzles - Ravensburger, Clementoni, Gibsons	Various	N/A
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Cluedo Liars Edition Board Game	Hasbro	£21.99
Dobble	Asmodee	£12.99
<b>Monopoly For Sore Losers</b>	<b>Hasbro</b>	<b>£22.99</b>
NERF Ultra One Motorised Blaster	Hasbro	£49.99
Pensilly	Character Options	£19.99
Pop Up Pirate	Tomy UK	£14.99
Scrabble	Mattel	£19.99
Super Mario Blow Up Shaky Tower	Epoch Making Toys	£19.99
UNO Showdown	Mattel Toys	£19.99
Windy Knickers Board Game	John Adams	£22.99

### Tiny Treats

*Good things come in small packages for these stocking-sized delights.*

<b>5 Surprise Mini Brands Mystery Capsule</b>	<b>Zuru</b>	<b>£6.99</b>
Bright Fairy Friends	Funrise Toys	£12.99
Heroes of Goo Jit Zu	Character Options	£9.99
L.O.L. Surprise! Remix Hair Flip Doll	MGA Entertainment	£18.99
Rubik's 3 x 3 Metallic Anniversary Cube	John Adams	£14.99
Squishmallows Plush Series 2 (Asst)	Jazwares	£6.99

### Awesome Automobiles

*Kids may want to go fast but none will be furious when receiving these!*

Back To The Future DeLorean	Playmobil	£49.99
<b>Barbie 3-in-1 DreamCamper</b>	<b>Mattel Toys</b>	<b>£84.99</b>
Hot Wheels Sky Crash Tower Playset	Mattel Toys	£54.99
<b>Laser Battle Hunters Vehicle</b>	<b>Character Options</b>	<b>£59.99</b>
Micro Machines World Super Van City	Jazwares	£49.99
Paw Patrol Dino Rescue Deluxe Vehicle	Spin Master Toys	£14.99
<b>PAW Patrol Dino Rescue Dino Patroller</b>	<b>Spin Master Toys</b>	<b>£64.99</b>
Technic Fast & Furious Dom's Dodge Charger Car	LEGO	£89.99
Toot-Toot Drivers Twist & Race Tower	VTech Electronics	£39.99

In a year which has also seen fewer holidays and more time at home, the importance of toys has come to the fore. A survey of 2,000 UK parents with young children (aged 10 or under), conducted by OnePoll on behalf of the Toy Retailers Association, has shown that this year has led to not only increased time playing with toys but also to parents growing closer with their children.

When asked if their children had played more with toys this year, 46% of parents said that this had been the case and that it was a result of lockdown. 56% of parents stated that they have spent more time playing with their children this year, and a striking 88% of those said that the increased playtime had resulted in them growing closer to their children.

As Christmas approaches, toys seemingly remain at the forefront of children's minds with 86% of parents saying that their children either already have requested or are expected to ask for toys this Christmas. 82% of parents said that they planned on buying toys this Christmas for their children, demonstrating that they remain the go-to gift for children across the country.

To find out more about DreamToys, consumers can head to the DreamToys Facebook page ([www.facebook.com/dreamtoysUK](http://www.facebook.com/dreamtoysUK)).

Full details of the list can be found at:  
<https://www.toyretailersassociation.co.uk/dreamtoys-2020>

-Ends-

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**Notes to Editors**

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association, all the participating companies and the research company, NPD, are available for interview.

**Survey information**

Date carried out: 07.10.2020 – 14.10.2020  
Number of respondents: 2000  
Demographic: UK Parents of Children Aged 0-10  
Survey was conducted by OnePoll  
For more information and full results please contact [dreamtoys@bastion.co.uk](mailto:dreamtoys@bastion.co.uk)

**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](http://www.npd.com) and [npdgroupblog.com](http://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), Argos, The Entertainer, 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.