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## **TOY RETAILERS PREDICT BEST SELLING CHRISTMAS TOP 12**

### **Innovation meets tradition this Christmas**

Today, the Toy Retailers Association\* (TRA) unveiled their Christmas Top 12 and predicted that the toys dominating Santa's sack will be a mix of brand new arrivals and modern updates of current favourites.

#### **TRA Top 12 for Christmas 2005 (in alphabetical order)**

- B Daman Tournament Set** - Hasbro (RRP £19.99)
- Baby Annabell New** - Zapf (RRP £39.99)
- Barbie Pegasus Annika** - Mattel (RRP £19.99)
- Bratz Rock Angelz** - Vivid (RRP £19.99)
- Crazy Frog Ringtone Plush Character** - Vivid (RRP £11.99)
- Furby** - Hasbro (RRP 39.99)
- Monopoly Here and Now** - Hasbro (RRP £19.99)
- Roboraptor** - Character Options (RRP £89.99)
- Star Wars Darth Vader Voice Changer** - Hasbro (RRP £32.99)
- Steam Along Thomas Train Set** - Tomy (RRP £49.99)
- Tumble Time Tigger** - Mattel (RRP £29.99)
- Tyco Cyber Shocker** - Mattel (RRP £79.99)

The Top 12 was selected from the TRA's 'Top 60' covering six popular categories: Pre-school, Boys, Girls, Big Kidz, Games, Creative. Each toy within the list of 60 is exciting but also has long lasting appeal - a true reflection of a thriving and inventive industry that has captured the imagination of retailers and children alike. Ben Green, chairman of the TRA commented:

"Every single toy in our Top 60 is brand new on the market in 2005. Some are completely original concepts while others are innovative twists on current favourites. This made choosing the Top 12 all the more difficult. New technology is apparent throughout this year - it is exciting to see so many products of such quality on offer, making Christmas all the more thrilling for the 21st century child."

Within the Pre-school category, opportunities to learn through play take on an advanced new look. **Steam Along Thomas Set** means children can have their very own Thomas who magically puffs out real steam, and make way for Mattel's **Tumble Time Tigger** who will bowl you over with his fantastic cart wheels. And licences are strong in this sector with variants from **Bob the Builder, Fifi and the Flowertots** and **Peppa Pig** to name but a few.

The Christmas Top 12 is strong for girls with the top selling brands updating the favourites. Barbie's starring role will be as **Barbie Pegasus Annika** from the Magic of Pegasus film. This enchanting fairytale from Mattel will delight princesses and party girls everywhere. **Baby Annabell** from Zapf Creation now cries real tears and Vivid's Bratz are set to rock the nation with new arrivals **Bratz Rock Angelz**.

Combining creativity with construction, Roseart's **Magnetix Flying Saucer** and Treasure Trove's **Geomag Dekopanel**s allow endless opportunities for keen model makers. Playmobil and Lego are also strong with **Rock Castle** and the **Star Wars** range. For the younger artist, Tomy has come up trumps with **Thomas AquaDraw** bringing the magic of Thomas to little ones everywhere.

For the Boys and Big Kidz out there, these toy sectors feature strongly in the Top 12 for 2005. The new playground craze is set to be **B-Daman** which combines action figure fantasy with fast and furious head to head competition. Last year's Robosapien sensation has a new mate in **Roboraptor**. This 'dynamic robot with attitude' is a complex creature and combines high tech action with five distinct moods - hunting, docile, angry, cautious and playful. **Tyco Cyber Shocker** from Mattel can transform from innocent cyber-ball to cyber-beast in seconds and is set to rock the radio-controlled world. **Darth Vader Voice Changer Helmet** and other Star Wars ranges also feature strongly thanks to the success of the blockbuster film during 2005. Back this year is the world's best selling electronic pet, **Furby**. But this time, it is packed with high-tech features – robotic electronics and advanced voice recognition. In addition, this all-singing, all dancing adorable creature can now speak over 1,000 words of Furbish and English.

For the family, the Games market presents plenty of opportunities to keep the competitive spirit burning. Following the illustrious 70 year history, Monopoly has received a makeover with **Monopoly Here and Now**, adding exciting new London attractions such as The London Eye to the UK board. And a new entry is **Sudoku**, the electronic, handheld game version of the addictive number puzzle. This is predicted to do phenomenally well following the latest craze of the paper game.

Finally, reflecting the latest craze in mobile phone ringtone technology, the **Crazy Frog Ringtone Plush Character** could well be hopping onto the wish list of Crazy Frog Fans everywhere.

The TRA revealed its predictions for the Top 12 Christmas toys at their media preview 'Dream Toys 2005'. This was held at St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on October 5<sup>th</sup> 2005.

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\*Previously the BATR (British Association of Toy Retailers)

Note to Editors:

1. Dream Toys is a media only event organised by the Toy Retailers Association and the British Toy and Hobby Association.
2. This is the 39th year that the Toy Retailers Association has announced the Top Toys for Christmas. The Media Preview includes the latest new toys in the market as well as the Top 12.
3. The TRA has around 400 members accounting for 75% of toy retailers, while the British Toy and Hobby Association represents over 150 members accounting for over 90% of toys sold in the UK market.
4. The independent predictions are based on the Toy Retailers Association's 50 years experience as the voice of retailers and take into account what consumers are requesting, what excites children and the latest trends in new products

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