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DreamToys Long List of Top Toys for Christmas Announced

Wednesday 9 November, London - The Toy Retailers Association has today announced its full list of toys which are expected to be the most sought after this Christmas. This year's list showcases 72 toys chosen by a panel of retailers and industry experts, independent of toy manufacturers and makers.

Paul Reader, new chair of the DreamToys selection committee commented, "This year's full DreamToys list represents a diverse and exciting range of toys which will delight children this festive season. We have selected the very best across a wide range of toys to suit multiple ages, we hope the list can be a useful guide to parents and gift givers across the country."

Paul added, "Toys at Christmas can be a catalyst in bringing families closer together and bring joy and excitement to Christmas morning and this year's cast of stars includes games for the family, dolls and action figures, toys inspired by video games, films and tv, games that inspire imaginative, creative and nurturing play and some that even bring an element of surprise!"

This year, whilst picking the toys, the panel were mindful in selecting a list that represented value for money with a range of products to suit every parents' pocket, so every child can experience the magic of Christmas this year. Out of the 72 toys selected this year as main-present toys, 49 are under £30 and the average price of the list is £28.

Furthermore, all the unused products from the Dream Toys event are donated to children's charities each year. Last year just under £23,000 worth of toys went to help children that may otherwise not have had a toy on Christmas day.

The full list can be viewed on the DreamToys Facebook page: www.facebook.com/DreamToysUK

The list of 72 toys has been broken down into 8 categories. The 12 Top Toys are selected from this Long-List.

(Bold indicates one of the 12 Top Toys, all prices quoted as RRP's, market price may vary from retailer to retailer. Toys are listed in alphabetical order and don't represent a ranking).

Game Time

Clipology – The Streaming Board Game Featuring Clips From The Real World	MooseToys	£24.99
Cluedo Treachery at Tudor Mansion Escape & Solve Mystery Game	Hasbro	£17.99
Dobble	Asmodee UK	£12.99
Floor is Lava!	Vivid Goliath	£14.99
Kickerball	Character Options	£16.99
Monopoly Travel World Tour	Hasbro	£28.99

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Rubik's Cube	John Adams Leisure	£12.99
Sink N' Sand Game	Spin Master Toys UK	£19.99

Video Game Inspired

LEGO Minecraft The Mushroom House	LEGO Company	£17.99
Original Tamagotchi	Bandai UK	£17.00
Pokémon Battle Feature Figures	Jazwares	£11.99
Pokémon Booster	Asmodee UK	£3.99
Pokémon Elite Trainer Box	Asmodee UK	£42.50
Sonic 2 13" Movie Plush	Jakks Pacific	£21.99
Sonic Giant Eggman Robot Battle Set	Jakks Pacific	£40.00
Sonic the hedgehog 2 4" figures	Jakks Pacific	£10.99
Super Mario 4" Figures	Jakks Pacific	£10.99
Super Mario Adventure Game DX	Epoch Making Toys	£29.99

Figure It Out

Fart Ninjas Series 5	Funrise	£5.99
L.O.L. Surprise! Fashion Show Doll	MGA Entertainment	£9.99
L.O.L. Surprise! O.M.G House of Surprises To-Go-Diner	MGA Entertainment	£49.99
Magic Mixies Mixlings Magic Castle Playset	MooseToys	£29.99
Mirabel Core Fashion Doll	Jakks Pacific	£14.99
Miraculous 26cm Fashion Dolls	Bandai UK	£18.00
Funko Pop!	Funko	£11.99
Rainbow High Series 4 Fashion Doll	MGA Entertainment	£31.99
Rainbow High Shadow High Fashion Dolls	MGA Entertainment	£34.99
Sky Dancers Doll	Vivid Goliath	£21.99
Tiny Tears Classic	John Adams Leisure	£27.99

Film & TV Favourites

Bluey's Caravan Adventures Campervan Playset	MooseToys	£29.99
CoComelon Boo Boo JJ Doll	Bandai UK	£43.00
Gabby's Purrfect Dollhouse	Spin Master Toys UK	£79.99
LEGO Harry Potter The Ministry of Magic	LEGO Company	£89.99
Heroes of Goo Jit Zu Goo Shifters Hero Pack	Character Options	£10.99
LEGO Jurassic World Blue & Beta Velociraptor Capture	LEGO Company	£29.99
Jurassic World Roar Strikers	Mattel UK	£20.99
Octonauts Octopod Playset	MooseToys	£29.99
PAW Patrol Big Truck Pups Themed Vehicles	Spin Master Toys UK	£17.99
Peppa Pig Kids Only Clubhouse	Hasbro	£44.99
Marvel's Spidey and his Amazing Friends - Quick Shot 2-in-1 Vehicle	Jazwares	£14.99
LEGO Star Wars Dark Trooper Attack	LEGO Company	£29.99
LEGO Star Wars Hoth AT-ST	LEGO Company	£44.99

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Imaginative Play

Bubble & Bake Bathtime Kitchen	TOMY	£19.99
Chillfactor Neon Slushy Maker	Character Options	£9.99
Dyson Supersonic & Corrale Deluxe Styling Set	Casdon	£40.00
MASH'EMS	Character Options	£2.99
Needoh	Bigjigs Toys	£3.49
Photo Creator Instant Camera	Canal Toys	£69.99
Play-Doh Kitchen Creations Super Colourful Cafe Playset	Hasbro	£36.99
Shimmer N Sparkle 6 in 1 Real Massaging Foot Spa	Character Options	£29.99
Cool Maker Stitch 'N Style Fashion Studio	Spin Master Toys UK	£36.99
Vtech Smart Medical Kit	VTech Electronics Europe	£27.99

Cuddly Animals

Curlimals	Golden Bear	£19.99
Fur Fluffs	Spin Master Toys UK	£39.99
Animagic Let's Go Gecko	Vivid Goliath	£20.00
GiGi the Giraffe	Character Options	£27.99
Purse Pets	Spin Master Toys UK	£25.99
Squish-A-Boos	Ty	£10.00
Original 7.5" Squishmallows	Jazwares	£8.99
Sylvanian Families Pony's Hair Stylist Set	Epoch Making Toys	£22.99

Secrets Revealed

5 Surprise Mini Brands Disney Store	Zuru	£7.99
Barbie Cutie Reveal Doll	Mattel UK	£32.99
Little Live Pets – Mama Surprise	MooseToys	£64.99
Magic Mixies Pink Magical Crystal Ball	MooseToys	£89.99
Magic Mixies Mixlings Tap & Reveal Cauldron	MooseToys	£9.99
Rainbocorns Sparkle Heart Surprise Series 4 Puppycorn Surprise	Zuru	£10.99

All Out Action

Fisher-Price® DJ Bouncin' Beats™	Mattel UK	£44.99
LEGO Technic Formula E Porsche 99X Electric	LEGO Company	£44.99
Hot Wheels® Action Spiral Speed Crash™	Mattel UK	£64.99
Laser X Revolution	Character Options	£39.99
Nerf Dinosquad Armorstrike	Hasbro	£38.99
X-Shot Skins Dread Dart Blaster	Zuru	£16.99

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

Full details of the list can be found at: <https://www.toyretailersassociation.co.uk/dreamtoys-2022/>

For more information, please contact:

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Notes to Editors

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

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 and consumer rights requirements. It acts as both a watchdog and persuader to ensure fair play for toy retailers and the consumers of our toys.

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), Argos/Sainsbury's, The Entertainer, Kids Stuff Toys, Midco Toys, Smyths Toys, Toymaster (buying group), Toy Town. The committee provides representation across the specialist, local, independent, grocer and department store toy categories. The group was supported by market analysts from the NPD Group.