

UK Toy Trends to Know Heading into the Festive Season

£3.6B

The UK toy market was worth £3.6B to September¹

31.4%

of UK toy sales were **licensed properties** – the largest share across Europe²



The **fastest-gaining category** was plush for the second consecutive year²

£12.92

The **average price** of toys last December in the UK was £12.92³

+3%

In-store toy sales grew 3% in the last 12 months⁴



£1B

£1B was spent on toys **last Christmas** in the UK, 29% of annual toy sales⁴

£101

On average, £101 is spent **on each child for Christmas** (up to 10 years old)⁵

¹ Source: Circana, Toys Consumer 360, 12 months ending September 2023

² Source: Circana, Retail Tracking Service, YTD September 2023

³ Source: Circana, Retail Tracking Service, December 2022

⁴ Source: Circana, Toys Consumer 360, 12 months ending September 2023

⁵ Source: Circana, Toys Consumer 360, 12 months ending June 2023