

Mums and kids rate this year's Dream Toys for Christmas

Submitted by: Grayling

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Following the announcement of the annual 'Dream Toys' for Christmas list from the Toy Retailers Association (TRA) (<http://www.toyretailersassociation.co.uk>), the real experts, kids and mums, have also been given their opportunity by the industry to give the big thumbs up (or down) to the experts' choices.

The same selection of 70 toys was presented to groups of children and mums to establish the Kid's Choice and Mum's Choice Awards, in alphabetical order:

Kid's Choice:

Angry Birds, Mattel, RRP £19.99
Bop-It! XT, Hasbro, RRP £27.99
Fab Effex Variety Pack, Spin Master, RRP £19.99
Flufflings, Vivid, RRP £19.99
Gelarti Designer Studio, Flair, RRP £19.99
GX Buggy, Tomy, RRP £39.99
Hot Wheels Wall Tracks, Mattel, RRP £29.99
LeapPad Explorer, Leapfrog, RRP £78.99
Milky the Bunny, Flair, RRP £59.99
Nerf Vortex Nitron Blaster, Hasbro, RRP £44.99
Star Wars Millennium Falcon, Lego, RRP £129.99
Top Agents Super Racer, Playmobil, RRP £19.99

Mum's Choice:

Imaginext Batcave, Mattel RRP £49.99
Kidizoom Twist, Vtech, RRP £49.99

See videos of what the mums and kids think of the toys here. (<http://www.youtube.com/user/Dreamtoys2011>)

Common across both the TRA's Dream Dozen and the Kid's & Mum's Choice lists are toys that use advancements in technology to enrich the experience of play and interactivity, such as Milky the Bunny, LeapPad Explorer and Kidizoom Twist. Of these types of toys, Mary aged 8 says, "Interactive toys are better. When Milky the Bunny moves and makes sounds back to me it's cute and makes me want to play with it longer and I can use my imagination more."

The Kid's Choice awards did however show that the experts maybe underestimated the popularity of creative play. Girls highly rated art-based toys like Gelarti by Flair and boys favoured building sets from the likes of Lego and Playmobil.

Gary Grant, Chairman of the TRA's Dream Toys selection panel says "We're delighted to see such a broad range of toys making the Kid's Choice and Mum's Choice lists. We know that every child is individual and so when we shortlist the Dream Toys, we work hard to select a variety of toys that will appeal to all children – whether they like gadgets, games, creativity, dolls, building and more. During

the Kid's Choice and Mum's Choice judging process it was a real battle for the top spots, with many of the toys only narrowly missing out on a place

This year's TRA Dream Dozen (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/top12>), in alphabetical order:

Doggie Doo, John Adams, RRP £22.99

Fijit Friends, Mattel, RRP £54.99

Fireman Sam Pontypandy Rescue Set, Character, RRP £29.99

Kidizoom Twist, Vtech, RRP £49.99

LeapPad Explorer, Leapfrog Toys, RRP £79.99

Lets Rock Elmo, Hasbro, RRP £69.99

Milky the Bunny, Flair, £59.99

Monster High Lagoon's Hydration Station, Mattel, £39.99

Moshling Tree House, Vivid, RRP £18.99

Nerf Vortex Nitron Blaster, Hasbro, RRP £44.99

Ninjago Fire Temple, Lego, RRP £91.99

Star Wars Ultimate Force Tech Lightsaber Assortment, Hasbro, RRP £39.99

The TRA revealed its predictions for the official Top Toys for Christmas (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/top12>) at the Dream Toys 2011 event on 26th October. Kids were asked to put 60 of the top toys, as selected by the TRA, to the test and rate them based 'fun to play', 'boredom factor', 'coolness', 'breakability' and 'play with friends'. Mums from the Gurgle.com network worked with their toddlers to select the best pre-school toys from a shortlist of 10 and, as well as the categories above, also considered 'value of money' and 'educational play'

-ENDS-

For further press information contact the Dream Toys Press Office at Grayling on 0207 025 7500 or dreamtoys@grayling.com

Twitter #Dreamtoys

Press release, images and videos:

Press can access the online press office for all downloads:

Press release (<http://www.toyretailersassociation.co.uk/press/>)

Images (<http://www.toyretailersassociation.co.uk/press/dream-toys-photo-gallery>)

Videos of the event are also available to download from (<http://www.youtube.com/user/Dreamtoys2011>)

Notes to editors

1. Kid's Choice & Mum's Choice Awards

Children were selected to take part in the Kid's Choice Awards to represent each of the Dream Toys categories: Boys (7-11), Girls (7-11), Creative (girls, 7-11), Construction (boys, 7-11), Cool & Hot (mixed, 7-16) and Games (mixed, 7-16). Mum's and toddlers from the Gurgle.com network represented the

Pre-School category. Each group consisted of approx. 10 children / mums and was given a set of the 10 toys from the relevant category of the TRA's top 70. Each group was provided with score sheets and was asked to rate each toy. The two toys with the highest scores from each category went forward to make the Kid's Choice and Mum's Choice lists.

2. Dream Toys top 70 toys for 2011

Girls Top 10 Toys for Christmas (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/girls>)

Toy Manufacturer RRP

Barbie Puppy Water Park Mattel £24.99

Disney Tangled Sing and Glow Rapunzel Mattel £29.99

Flufflings Vivid £18.99

FurReal Cookie Hasbro £74.99

Lalaloopsy Silly Hair Doll MGA £29.99

Milky the Bunny Flair £59.99

Monster High Lagoon's Hydration Station Mattel £39.99

My First baby Annabel - Time to Sleep Zapf £29.99

Sylvanian Families - Berry Grove School Flair £49.99

Zoobles Mama & Zoobling Nursery Playset Spinmaster £24.99

Boys Top 10 Toys for Christmas (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/boys>)

Toy Manufacturer RRP

Bakugan Dragonoid Colossus ™ Spinmaster £39.99

Ben 10 Ultimate Alien - Ultimate Ultimatrix Bandai £19.99

Cars 2 Fully Secret Spy Attack Finn McMissile Mattel £30.99

Doctor Who Personalise your own Sonic Screwdriver Set Character £19.99

Hot Wheels Wall Tracks Mattel £29.99

Nerf N-Strike Barricade RV-10 Blaster Hasbro £17.99

Nerf Vortex Nitron Blaster Hasbro £44.99

Star Wars Ultimate Force Tech Lightsaber Assortment Hasbro £39.99

Toy Story Turbo Glow Buzz Lightyear Mattel £41.99

Transformers Ultimate Optimus Prime Hasbro £69.99

Pre-School Top 10 Toys for Christmas

(http://www.toyretailersassociation.co.uk/dreamtoys/2011/pre_school)

Toy Manufacturer RRP

Dance Star Mickey Mattel £69.99

Elefun Busy Ball Popper Hasbro £29.99

Fireman Sam Pontypandy - Multi Rescue Set Character £29.99

Imaginext Batcave Mattel £49.99

Kidizoom Twist Vtech £49.99

Lets Rock Elmo Hasbro £69.99

Octonauts Octopod Playset Mattel £34.99

Peppa's World of Playsets Character £29.99

Thomas & Friends - Follow Me Thomas Mattel £44.99

Toot-Toot Drivers Garage Vtech £39.99

Games Top 10 Toys for Christmas (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/games>)

Toy Manufacturer RRP

Angry Birds Mattel £19.99

Bop-It! XT Hasbro £27.99

Connect 4 Launchers Hasbro £14.99

Dino Bite Drumond Park £19.99

Doggie Doo John Adams £22.99

Game Of Life: Adventures Edition Hasbro £21.99

Million Pound drop Drumond Park £24.99

Monopoly Electronic Banking Hasbro £26.99

Play-Doh Smashed Potatoes Hasbro £21.99

Where's Moshi? Game Vivid £9.99

Creative Top 10 Toys for Christmas (<http://www.toyretailersassociation.co.uk/dreamtoys/2011/creative>)

Toy Manufacturer RRP

Badge It! Bandai £19.99

Bizu Style Studio Spinmaster £22.99

Charmies Magic Beader Flair £19.99

Crayola Story Studio - Disney Princess Vivid £15.99

Fab Effex Variety Pack Spinmaster £19.99

Gelarti Designer Studio Flair £19.99

Harumika Bridal Bandai £39.99

Hello Kitty Cool Cardz Flair £19.99

Moon Sand Bake Shop Spinmaster £22.99

Play-Doh Twirl 'n' Top Pizza Playset Hasbro £17.99

Construction Top 10 Toys for Christmas

(<http://www.toyretailersassociation.co.uk/dreamtoys/2011/construction>)

Toy Manufacturer RRP

City Harbour Lego £69.99

City Police Boat Lego £28.99

City Police Station Lego £71.99

Doctor Who Dalek factory Set Character £29.99

Geomag 66pc Colour set Flair £19.99

Halo EVA's Last Stand Mega Brands £19.99

Ninjago Fire Temple Lego £91.99

Real Construction Deluxe Workshop Jakks Pacific £29.99

Star Wars Millennium Falcon Lego £129.99

Top Agents Super Racer Playmobil £19.99

Cool & Hot Top 10 Toys for Christmas

(http://www.toyretailersassociation.co.uk/dreamtoys/2011/cool_and_hot%21)

Toy Manufacturer RRP

Air Hogs Vectron Wave Spinmaster £24.99
 Fijit Friends Mattel £54.99
 GX Buggy Tomy £39.99
 Hexbug Habitat Set Innovation First £26.99
 InnoTab: The Learning App Tablet Vtech £79.99
 LeapPad Explorer Leapfrog £79.99
 Moshling Treehouse Vivid £18.99
 Scalextric Velodrome Cycling Set Hornby £69.99
 Spy Net Video Watch Jakks Pacific £49.99
 Talking Moshi Monster Vivid £14.99

3. Dream Toys list in 2010

The Dream Dozen in 2010 were:

- City Airport, Lego UK (£84.99)
- Fireman Sam Deluxe Fire Station Playset, Character Options (£29.99)
- FurReal Go Go Walking Pup, Hasbro (£59.99)
- Jet Pack Buzz Lightyear, Mattel UK (£39.99)
- Kidizoom VideoCam, VTech (£59.99)
- Monopoly Revolution, Hasbro (£29.99)
- Moon Dough Barn, Spinmaster Toys UK (£19.99)
- Nerf N Strike Stampede ECS, Hasbro (£54.99)
- Paper Jamz Guitar, Wow Wee Europe (£24.99)
- 'Pumpaloons' – action game, Drumond Park (£19.99)
- Sylvanian Families Motorcycle and Sidecar, Flair Leisure (£24.99)
- ZhuZhu Grooming Salon, Character Options (£22.99)

Dream Toys is the best prediction every year. In 2009, nine out of twelve Dream Dozen were 1st or 2nd in their class over the year. To build on this, eight of the 2010 Dream Dozen products were top 10 in their class for the year.

- Pumpaloons #4 Preschool Games & best new Preschool Game for 2010
- Lego City Airport #19 in Building Sets, December 2010 & #4 Property total toys
- Fireman Sam Firestation #33 total toys, December 2010
- Fur Real Go Go Walking Pup #9 total toys, December 2010
- Mattel Jet Pack buzz #9 total toys, full year 2010
- Vtech Videocam #6 total toys, December 2010
- Monopoly revolution #10 total toys, December 2010
- Moon Dough Barn #3 Dough and Sand toys, December 2010
- Nerf n Strike stampede #16 total toys, December 2010
- Paper Jamz guitar #11 total toys, December 2010
- Sylvanian motorcycle #4 in Palyssets, December 2010
- Zhu Zhu Grooming salon #2 total toys, December 2010

4. Toy Industry Statistics 2011

- Market worth £2.9bn in 2010 or 436m boxes of toys sold with an increase of 8% over 2009.
- The UK toy market is the biggest in Europe, 10% bigger than France (#2)
- In 2010, toys bought for Christmas represented 35% of the annual turnover with an average price at £8.71
- Latest trends show a growth of 3% in value for the first 9 months of the year
- The best-selling toy for 2010 and for the month of December was Vtech's Kidizoom Digital Camera (£)
- 21.5% of sales in 2010 were made online, an increase of 42% over 2009
- Building Sets continue to enjoy a fantastic popularity as the fastest growing super category in the UK (+22%).
- Dolls have been recovering over the past few months (+11%) and are the second fastest growing category to date. Boosted by Disney Princess – Tangled and the arrival of new Monster High Dolls (Mattel), while Barbie still dominates the category
- Licensed sales represent no less than 24% of the UK toy market with particular success from Toy Story, Cars and Star Wars
- Moshi Monsters from Mind Candy is currently one of the hottest licensed brands around
- The Infant Preschool category is doing well with a 5% increase compared to last year
- The Plush category (+9%) is still proving popular and after last year most popular Zhu Zhu Pets, NPD expect more cute fluffy animals to do very well.

Facts compiled by NPD (<http://www.npd.com>) the number one information provider to the toy industry in Europe and the United States, where it has a range of services tailored to meet the needs of the toy and youth entertainment industries. Stats from NPD Epos service Jan- Aug 2011.

5. About Dream Toys

- Dream Toys is a media only event organised by the Toy Retailers Association.
- This is the 45th 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.
- The TRA represents around 2500 stores and over 100 different companies accounting for 60% of toy retailers.
- 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.