Countdown Begins as Toys“R”Us, UK Announces its 2013 List of Hot Christmas Toy Predictions

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Maidenhead, UK (25/9/13)… Toys“R”Us®, Britain’s biggest toy and babycare retailer, has revealed a top Christmas toy line up with twenty terrific toys sure to become the 2013 hottest favourites for Christmas.

Action, role play and craft toys are set to make a massive comeback as Christmas favourites against previous year’s tablet phenomenon. Flying fairies, ghoulish dolls and technology-led pets look to feature high on the popularity stakes, giving parents a lower priced option in the run up to Christmas.

Alongside the most-wanted toy list, Playstation®4 (PS4™) and Xbox™ One, are certain to go head-to-head due to the long awaited demand for a new games console into the UK market. The same applies to new gaming platform Disney Infinity, the all-new video game that integrates popular Disney® characters and transports them into a virtual game world will positively battle alongside the new and highly successful Skylanders SWAP Force™ characters.

“This year’s outstanding line up once again demonstrates the knowledge and versatility we have within our industry and the ability to adapt and respond to ever changing markets, whether it be popular role play and action toys, or technology and virtual world gaming platforms, which are entering households at a phenomenal rate”, said Mike Coogan, Marketing and eCommerce Director at Toys“R”Us.

FURBY™ Boom is likely to perform on the cute stakes, as its advanced features win the hearts of the family with its built in activities and ability to adapt with online technology. Robotic fish aptly named Robofish, along with its realistic fish bowl, will offer amusement and in some instances tranquillity in Christmas households.

LEGO®, a classic construction brand, also appears on the toy giant’s ‘Terrific Twenty’ with its City Coast Guard Patrol range. In addition, the fan-favourite, ‘app-inspired’ Angry Birds™ Star Wars® Telepods figures join the line up. Older kids are expected to choose vintage blaster NERF Elite RapidStrike as its speed, as well as its ability to produce walls of darts, looks an attractive incentive.

Ghoulish dolls from the spine tingling Monster High® 13 Wishes movie will become the doll of the season and will be joined by Flutterbye Flying Fairy, the spinning fairy that lifts into flight with the touch of a button and is guided through the air by the hands of little ones.

Pre-school children have taken to TV character Doc McStuffins since her launch earlier this year, allowing the Doctor’s Bag Set to be earmarked as favourite role play toy for Christmas day. And, Chasin’ Cheeky, recently introduced into the games market, is sure to get youngsters up and active as they attempt to land the ring on the monkey’s tail.

Over 20 million customers are expected through the doors of the UK’s biggest toy and babycare stores in the run up to Christmas with toddlers, tweens and teens being the lucky recipients of this year’s favourites.

The season’s highly acclaimed tablet perfectly suited to the family market, the new Kurio ‘S’ range, which includes 3 different screen sizes, is expected to become a household product as the season kicks off. It will be joined by HologràFX, a breakthrough product that allows kids to perform magic shows using holograms created by their Smartphone and tablet. The LeapPad™ Ultra and Kidizoom Twist Plus Camera are targeted to appeal to a younger market.

Mike Coogan continued “We have the expertise to pull together a good all-round selection of gifts representing a compilation of all of the favourites that are expected to be the most popular toys. The size and ability of our stores to display not just one toy from a range, but a full selection, adds depth to our knowledge of key lines”.

“As experts in the industry, we also have a broad selection of craft toys, board games and an abundance of outdoor toys, bikes and games tables in the UK, which has enabled us to assess the most popular gift choices”.

Other toys included in the toy store’s ‘Terrific Twenty’ include summertime favourite, Slushy Maker Cup. Proving to be a sensation this year, the squeezy cup turns liquid into slushy ice without the need for

ice or a blender, and looks to continue its popularity into Christmas. Another fascinating toy proving to be a sensation in the US and on its way to the UK is Cra-Z-loom bracelet maker, a simple loop and weave craft toy that turns ordinary rubber bands into cool jewellery.

The all-new Monopoly® Empire will be the season's ultimate board game and competes for the world's leading brand names to be emblazoned across the players towers.

The 'Toys"R"Us Terrific Twenty' take into account what consumers are requesting and the latest trends in new products. Products appear in alphabetical order.

Toys"R"Us Terrific Twenty:

Angry Birds™ Star Wars® Telepods
Chasin' Cheeky
Cra-Z-Loom Bracelet Maker
Disney Infinity Starter Pack
Doc McStuffins Doctor's Bag Set
Flutterbye Flying Fairy
FURBY™ Boom
HolograFX
Kidizoom Twist Plus Camera
Kurio® 7S Tablet
LeapPad™ Ultra
LEGO® City Coast Guard Patrol
Monopoly® Empire
Monster High 13 Wishes Dolls
NERF N-Strike Elite Rapidstrike
Playstation®4 (PS4™)
RoboFish & FishBowl
Skylanders SWAP Force™
Squeeze Cup Slushy Maker
Xbox™ One

Company Contact:

Toys R Us

T. 02920 891964
E. toysrus@pressat.co.uk
W. https://www.toysrus.co.uk/

Additional Contact(s):
Justine Pryce (PR Manager)

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