



IT'S THE MOST WONDERFUL TIME OF THE YEAR: AMAZON.CO.UK REVEALS ITS TOP TEN TOYS FOR CHRISTMAS WITH TRAVELLING 'TRENDING MACHINE'

October 11, 2021



Amazon.co.uk announces the most desirable toys for Christmas 2021 with a one-of-a-kind 'Trending Machine', which will spread some Christmas cheer by giving away free toys in four UK cities and local hospitals

From beloved brands that have stood the test of time to brand new entries, this year's top toys are sure to keep children of all ages entertained this Christmas

Rachel Riley and her daughter Maven had a first try of the 'Trending Machine' on London's South Bank. To find out which other cities the machine will visit follow @AmazonUK on Instagram

LONDON – 00.01am - October 11th, 2021. With the festive season fast approaching, Amazon.co.uk reveals its top ten most desirable toys for Christmas 2021. Amazon will deliver smiles to children across the country this year, with a one-of-a-kind 'Trending Machine' that will dispense free toys to passers by in a number of UK cities and local hospitals. Customers can learn more about Amazon's top toys and get ready for the season at www.amazon.co.uk/toptentoys.

Fantasy to Film: Amazon's Top Ten Toys 2021

From fantasy to film, this year's top toys are sure to keep children of all ages entertained this Christmas. Fantasy continues to be a fan favourite as Harry Potter casts his way onto this year's list with [Pictionary Air Harry Potter](#) - this magical twist on the classic drawing game is available exclusively on Amazon.co.uk. Other film franchise hits appear in this year's must-have products with [Spidey and His Amazing Friends](#) and [Batman 36" Transforming Playset](#) both featuring.




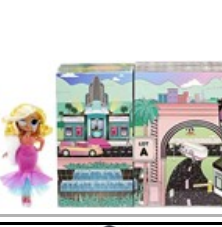


Parents will feel a sense of nostalgia as old favourites are given a new twist - Super Mario's [Luigi Starter Course](#) brings all the excitement from the digital-world into the real-world for an interactive family or solo play. [Polly Pocket Rainbow Funland Theme Park](#) also makes the list, offering theme park fun and including a roller coaster, unicorn carousel and Ferris wheel, exclusively available on Amazon.co.uk.





Introducing The Top Ten Toys Trending Machine

Amazon's Top Ten Toys Trending Machine launches in London, revealed this morning by TV presenter, Rachel Riley with the first toy dispensed to her daughter, Maven. Visitors and passers by today will be able to walk away with one of this year's must-have Christmas toys on a first come first served basis. This week, the Top Ten Toys Trending Machine will visit three further cities in the UK - find out where by following @AmazonUK on Instagram. In each city, the Top Ten Toys Trending Machine will also visit local hospitals to share some early festive cheer with patients, including Royal Manchester Children's Hospital, Birmingham Children's Hospital and University College Hospital.

"It is always an exciting time of year when we release the top ten toys and we hope that this Christmas more families will be able to reunite to enjoy them together", said Matthew Redfearn, Toys Category Manager at Amazon.co.uk. "As we look forward to spending more time with loved ones, we at Amazon are doing everything we can to spread a little festive cheer. The Trending Machine has been brought to life to help us deliver smiles and make Christmas extra special, not only for passersby, but also for children in hospitals over Christmas."

Amazon.co.uk's top ten toys for Christmas 2021:

PRODUCTS	PRICE	IMAGE
Luigi Starter Course	£44.99	
Pictionary Air Harry Potter	£21.99	
Polly Pocket Rainbow Funland Theme Park	£48.99	
L.O.L. Surprise! 576532EUC LOL OMG Movie Magic Studios-UNbox 70+ Surprises, Including 12 Dolls, 4 Stages, Accessories, & More-Reusable Packaging Playset-Collectable-Gift for Boys & Girls Age 4+	£147.00	
Linkimals Dance n Groove Penguin	£25.99	
Spidey and His Amazing FriendsF1461 Marvel Web-Quarters Playset with Lights, Sounds, Spidey and Vehicle	£57.99	

LITTLE LIVE PETS GOTTA GO TURDLE	£36.92	
Batman 36" Transforming Playset	£105.28	
THE BALLOON DINO	£79.99	
PAW PATROLLER 2.0	£55.99	

Notes to Editors:

Prices are correct as of October 11th, 2021 on Amazon.co.uk.

High res images of the Top Ten Toys can be downloaded [here](#) and the Trending Machine [here](#).

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About Amazon

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Hunt & Gather

