

Amazon's Top Ten Toys List Revealed at the Joy of Toys Tent

October 20, 2022



Amazon UK unveils the toys that are predicted to top Christmas wish lists at Amazon's Joy of Toys tent, at Bernie Spain Gardens in London

From Mermaid [Friends: Hair Braiding Salon](#) by CRAYOLA and Squishmallows' Tally the Grey Cat, to Pictionary Air Star Wars and [MathLink Cubes Numberblocks](#), Amazon's list includes toys under £20, customer favourites, and tech-led educational toys

Amazon UK is donating toys on behalf of customers at the circus-inspired event to vulnerable children across the UK with charity Barnardo's

LONDON – 9am - 20th October 2022. Ocean predators, airborne avocados and dentist kits: just some of the toys to make Amazon UK's list of Top Ten Toys for Christmas 2022, made up of predictions by Amazon experts. This year's top ten list captures the latest in toy trends including pretend play, top franchises like Star Wars, tech-led educational toys, and toys under £20 for both great value and fun. Customers can learn more and shop Amazon's must-have list at amazon.co.uk/toptentoys2022 or play with the toys in-person at a circus-style event. This year, hundreds of toys from Amazon's Top Ten Toys list will also be donated and delivered by Amazon UK and long-time partner Barnardo's to vulnerable children across the UK, to help spread a little joy this Christmas.

Barnardo's CEO Lynn Perry MBE said "We work with some of the UK's most vulnerable children. Every day, Barnardo's workers are supporting children, young people and families having to choose between eating or paying the bills. For many children, Christmas can be a time of feeling cold, hungry and left out and it's through working with partners like Amazon that we can continue to support families who are struggling, maybe now more than ever. Through Amazon's welcome donation, our services will be able to distribute this year's most popular toys to some of the most disadvantaged children this Christmas."

Top Ten in the Big Top Tent: Joy of Toys Event in London

Girls Aloud star, Kimberley Walsh opens the Joy of Toys experience which will welcome visitors from 9am until 4pm, Thursday, 20th October. The circus-style event at London's Bernie Spain Gardens on the South Bank, is open to the public offering free toys, free hair-braiding, face-painting, and more.

The one-day only Big Top Tent invites attendees to share a message or answer questions about their favourite toys. Attendees who share a message will also walk away with one of this year's most in-demand Top Ten Toys (while supplies last), no acrobatics required.

The Greatest Show: Amazon's Top Ten Toys for 2022

This year's Top Ten Toys list from Amazon was created by toy experts based on the latest trends and fan favourites. In addition to the Top Ten Toy list, Amazon will have tens of thousands of toys available for under £20, because Christmas should be affordable and fun.

"At Amazon, our team truly live for the joy that toys bring to children, whether that's delivered by the adorable [Squishmallow Tally The Grey Cat](#) plushie or through family fun in the form of [Pictionary Air Star Wars](#)," said Matthew Redfeare, Toys Category Leader at Amazon UK. "In a year where less is more for many families, we are offering options for all tastes and budgets this season, including tens of thousands of toys under £20 across Amazon, so our customers can find that perfect gift this Christmas. We want everyone to have the chance to experience the happiness that playtime brings, so hundreds of this year's top 10 toys will also be donated and delivered by Amazon UK and Barnardo's to vulnerable children across the UK."

The [Super Smile Dentist Kit](#) is sure to make children beam as they try their hand at being a dentist in this realistic pretend play set from Melissa & Doug. With toys that inspire imaginative play trending for this year, [Mermaid Friends: Hair Braiding Salon](#) from CRAYOLA and the [LEGO Friends Horse Show Trailer](#) playset, an Amazon exclusive product, could also top Amazon wish lists.

The [PLAYMOBIL City Life Recycling Truck](#) brings fun to the fore with its flashing lights, removable roof and tilting bed for emptying the truck and a lever for lifting and emptying bins. Jurassic World's [Mosasaurus Dinosaur](#) will bring movie magic to life and this massive prehistoric predator is also made from one pound of recycled plastic. Another franchise favourite also features as children can draw from the force and show off their Jedi drawing





skills with [Pictionary Air Star Wars](#), which features content from Star Wars, The Clone Wars and The Mandalorian.






Showing it's not just films that inspire play, STEM and tech-led educational toys that facilitate at-home learning will be popular. [MathLink Cubes](#) [Numberblocks](#) from Learning Resources and [Osmo - Little Genius Starter Kit](#), which combines digital and IRL play, feature in this year's top ten.


The of-the-moment collectible which continues to inspire a TikTok craze will delight everyone from toddlers to teens as [Squishmallows Tally the Grey Cat](#) is soft, cuddly and cute. And for those who prefer family fun, [Throw Throw Avocado by Exploding Kittens](#) will lead to hours of games this Christmas.

Amazon UK's Top Ten Toys for Christmas 2022

The full list of Amazon's Top Ten toys is below by price. Customers can shop these and thousands more toys at amazon.co.uk/toptentoys2022.

PRODUCTS	PRICE	IMAGE
Squishmallows Tally the Grey Cat	£8.99	
Pictionary Air Star Wars Family Drawing Game	£19.99	
Learning Resources MathLink Cubes Numberblocks	£20.99	
CRAYOLA Colour 'n' Style Mermaid Friends: Hair Braiding Salon Playset	£21.95	

<p>Throw Throw Avocado by Exploding Kittens</p>	<p>£24.99</p>	
<p>PLAYMOBIL City Life Recycling Truck</p>	<p>£24.99</p>	
<p>Melissa & Doug Super Smile Dentist Kit</p>	<p>£34.29</p>	
<p>Jurassic World Ocean Protector Mosasaurus Dinosaur Action Figure</p>	<p>£44.98</p>	
<p>Osmo - Little Genius Starter Kit</p>	<p>£74.51</p>	

<p>LEGO Friends Horse Show Trailer</p>	<p>£89.99</p>	
--	---------------	--

Prices are correct as of 19th October 2022 on [Amazon.co.uk](https://www.amazon.co.uk)

High res images of the top ten toys can be downloaded [here](#) and the experience [here](#)

Play from Home

For those families unable to visit the **Joy of Toys** event in London, they can still join the fun from home – and enter for a chance to win one of the Top Ten Toys listed above. To enter simply follow @AmazonUK on Instagram and follow the instructions available about the Top Ten Toys prize draw. These will tell you to comment on the post telling us which toy in the post would top your list at home. For full t's and c's visit @AmazonUK on Instagram.

Supporting those in Need

In the run up to Christmas, Amazon is also undertaking a wider toys charity initiative, where €270k in total (split between financial and product donations) will be donated to charities including a Dear Santa campaign in the UK, Cékedubonheur in France, and Red Cross in Germany, Italy and Spain.

Every Day Made Better with Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with two-hour delivery windows on orders over £40 included with Prime– from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at amazon.co.uk/joinstudent in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at amazon.co.uk/prime. New members can try Prime for 30 days for free. Prime membership costs £95 a year or £8.99 a month.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

END

Note: For event attendees between 9am – 4pm on the day, available on a first come first serve basis while stocks at the event last. Where stocks of the Top Ten Toys run out, a limited selection of other toys will be available while stocks at the event last.

Notes to Editors:

Follow Amazon.co.uk on Twitter: www.twitter.com/AmazonUK
 Follow Amazon.co.uk on Instagram: www.instagram.com/AmazonUK
 Follow Amazon.co.uk on Facebook: www.facebook.com/AmazonUK

For further information please contact:

Amazon UK Press Office: pressoffice@amazon.co.uk
 Hunt & Gather: amazontoyshuntgather.com

About Barnardo's

Last year more than 382,000 children, young people, parents and carers were supported by Barnardo's through 791 services and partnerships across the UK, such as young carers, care leavers, foster carers and adoptive parents, training and skills or parenting classes.

We work to transform the lives of the UK's most vulnerable children and every year we help thousands of families to build a better future. Visit www.barnardos.org.uk to find out more.

Registered charity No. 216250 and SC037605.

Follow Barnardo's media team on Twitter @BarnardosNews