



Amazon Reveals Top Ten Toys List for Christmas

26/10/2023

Nostalgia leads the way with Barbie, Furby, Pokémon, and LEGO Star Wars toys featuring in this year's list

This year's must-have toys will be donated to families in need through the Multibank charity initiative and delivered in a giant toy truck that takes to the roads this December

To shop a wide selection and discover the joy of toys visit www.amazon.co.uk/toptentoys2023

LONDON – 26th October 2023. Childhood favourites through the years including Barbie, Furby, Pokémon, and LEGO Star Wars toys have made Amazon's list of Top Ten Toys for Christmas 2023. These nostalgic names and iconic franchises have been chosen by Amazon experts and feature alongside trending toys including LOL Surprise Magic Flyers, Asmodee's Dobble card game, and Mini Brands' collectible toys, which were released to mark Disney's 100th anniversary. This year's Top Ten list also includes educational toys and toys under £20, offering customers both great value and joy.

Hundreds of toys from the must-have list will be donated to families in need in time for Christmas, as part of The Multibank charity initiative, founded by former Prime Minister Gordon Brown and Amazon. The Multibank initiative, which launched in 2022, was created to meet the needs of families and individuals living in poverty. The two Multibank sites in Lochgelly, Fife, and in Wigan operate as a "click and collect" service for over 1,000 local charities and professionals to access surplus goods for people in need.

The toys will be delivered on the back of another iconic childhood toy – a life-size Tonka-style truck, which will be touring the UK in the lead up to Christmas, and stopping off at the Multibank sites – 'Brick-by-Brick' from The Brick, Wigan and 'The Big Hoose' from The Cottage Family Centre, Fife. The toys will also be donated to children living in deprived areas of Swansea, via the charity Faith in Families.

"It's always fascinating to see which toys are looking like the must-haves in the lead up to Christmas and this year's list shows a real trend for 90s nostalgia," said Matthew Redfeare, Toys Category Leader at Amazon UK. *"Toys like Barbie and Furby have a lot of love and have stood the test of time amongst children throughout generations, and we have a wide selection beyond that for all ages and budgets. We will also be delivering hundreds of toys from the list to families in need in time for Christmas as part of the Multibank charity initiative, helping more children to discover the joy of toys."*

Keely Dalfen, CEO of The Brick, said: *"Financial pressures at this time of the year are enormous, but for families on the lowest incomes the pressures are even greater. That is why initiatives such as the Multibank are so important to provide amenities and support to tens of thousands of vulnerable families across the UK each year. With the help of Amazon this Christmas, we are able to extend our offer to include this year's most sought-after toys. Together, we hope to spread some festive joy and provide a magical Christmas for families and ensure children can return to school feeling included and excited about their new gifts."*

Amazon's Top Ten Toys list offers a wide selection of quality products suited to children 12 months and over. Customers can shop this year's hand-picked toys and thousands more on Amazon to find the perfect gift, with fast, convenient delivery in the lead up to Christmas.

Amazon's Top Ten Toys (in price order)

The full list of Amazon's Top Ten toys is below by price. Discover the joy of toys and shop this year's must-have list at amazon.co.uk/toptentoys2023.

1) Asmodee Dobble card game £9.99

A family favourite in recent years, the [Asmodee Dobble card game](#) has grown in popularity thanks to the quick-fire format that tests speed, observation, and reflexes. A perfect stocking filler for children aged 6+, there's fun to be had for all the family with up to 8 players per game.

2) Disney Platinum Limited Edition Mystery Capsule £10.00

A brand at the heart of family fun, Disney, is celebrating its 100th anniversary this year, and Mini Brands has released the [Disney Platinum Limited Edition Mystery Capsule](#), a collectible set featuring perfect replicas of favourite Disney Store characters, with incredible design detail to delight collectors, kids, and kids at heart.

3) Pokémon Trading Card Game Battle Academy £17.99

Continuing on the 90s nostalgia, Pokémon cards have been a pocket money must-have for school kids for years. This year looks to be no different, with Amazon tipping the [Pokémon Trading Card Game Battle Academy](#) to be a hit. The board game has everything you need to charge headlong into battle, with either Cinderace or Pikachu leading your team.

4) Barbie Magical Ballerina Doll £18.66

Following the smash hit *Barbie* movie, Amazon experts tip the [Barbie Magical Ballerina Doll](#) to be on many Christmas lists this year, featuring light up details to spark excitement.

5) Hape Multi Musical Block Set with Five Musical Instruments £27.93

A popular option for children 18 months+, the sustainable [Hape Multi Musical Block Set](#) promotes dexterity and hand-eye coordination, as well as musical development and exploration.

6) L.O.L. Surprise! Magic Flyers £35.00

[L.O.L. Surprise! Magic Flyers](#) are also predicted to be in-demand this Christmas with each of the three characters featuring a unique design, and wings that really fly.

7) PLAYMOBIL City Action Fire Truck £39.95

The [PLAYMOBIL City Action Fire Truck](#) features a firefighter, siren, rotating foam canon, and functioning winch. With cool lights and sound effects, the fire truck is another timeless classic for letting kids' imaginations run wild.

8) Numberblocks Step Squad Mission Headquarters Deluxe Playset £39.99






STEM toys that help with at-home learning are also expected to be popular including the [Numberblocks Step Squad Mission Headquarters Deluxe Playset](#).






9) Furby Purple Interactive Toy Plush £59.99

People born in the 90s will likely remember Furby, as the owl-like creature was a "must-have" for kids of the time. This year, Hasbro has brought the line back and the [Furby Purple Interactive Toy Plush](#) makes Amazon's list for 2023, bringing today's kids the opportunity to experience the joy of this talking toy that's full of adorable, hilarious, and sometimes sassy surprises.

10) LEGO Star Wars Ghost & Phantom II Set £149.99

Exclusively available on Amazon.co.uk, two enormous franchises come together in the [LEGO Star Wars Ghost & Phantom II Set](#). Featuring Ahsoka Vehicles, buildable Starship toys, and five characters including Jacen Syndulla and a Chopper Droid Figure, this toy will bring fun to all the family.

PRODUCTS	PRICE	IMAGE
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Pokémon Trading Card Game Battle Academy	£17.99	
Barbie Magical Ballerina Doll	£18.66	
Hape Multi Musical Block Set with Five Musical Instruments	£27.93	

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PLAYMOBIL City Action Fire Truck	£39.95	
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Prices are correct as of 25th October 2023 on [Amazon.co.uk](https://www.amazon.co.uk)

High-res images of the Top Ten Toys can be downloaded [here](#) (cut outs [here](#)) and the giant Amazon toy truck [here](#)

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For further information please contact:

Hunt & Gather: amazontoys@hunt-gather.com

How Amazon supports those in need.

So far in 2023, Amazon has facilitated the donation of more than 13 million products to charities across the UK, including British Heart Foundation, Barnardo's, and In Kind Direct. Amazon also works with charity partner Magic Breakfast and has delivered more than seven million healthy breakfasts to children at risk of hunger in disadvantaged areas of the country. Earlier this year, Amazon partnered with Comic Relief to become the official home of the Red Nose. Amazon employees across the UK hosted fundraising activities and together with their customers and partners, raised £2.7 million to support those going through the toughest time of their lives. [Learn more about the ways Amazon supports its communities.](#)

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.

About 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, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free 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. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). 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 from Amazon Fresh and Morrisons on Amazon (minimum order values apply). 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 auto-renews and costs £95.00 a year or £8.99 a month.

About The Brick

[The Brick](#) is an anti-poverty charity offering services to people who are at risk of or transitioning through homelessness, financial hardship or crisis. The services run by the Brick include Emergency and Supported Accommodation, an affordable food community, a Street Outreach and Engagement Service, and a training and supported volunteering project to help people gain skills to enter employment.

About Cottage Family Centre

[The Cottage Family Centre](#) was originally developed by a group of local parents and established in 1987. Its purpose is to provide a family centre, serving Kirkcaldy which caters for the needs of children aged 0-16 years and their families.

About Faith in Families

[Faith in Families](#) is a local children's charity in Swansea. Our mission is to bring joy, laughter, care, and compassion to children who sometimes face adverse childhood experiences. We work tirelessly to transform these challenging moments into positive, happy memories, shaping these young individuals into healthy and curious adults. Making childhood count and giving every child the opportunity to play, learn and grow into their best selves.