



The Ultimate Children's Christmas Wish List Revealed

November 3, 2014

Amazon.co.uk announces the bestselling children's toys of all time, and unwraps its top picks for this Christmas

Luxembourg, 3rd November 2014: With just 52 days to go until Christmas, Amazon.co.uk reveals the top ten bestselling toys and games of all time. From more than two million products available at the Toys and Games Store, the word game Bananagrams is the most successful toy of all time on Amazon.co.uk, proving even more popular than enduring family favourites such as Monopoly and Scrabble.

The Toys and Games Store at Amazon.co.uk has also released the top ten toys expected to feature on children's wish lists for Christmas 2014. As well as technology designed to encourage learning and active play, modern versions of classic toys including LEGO and Barbie, also make the must-have list.

The top ten bestselling children's toys of all time on Amazon.co.uk:	The top ten children's toys for Christmas 2014 (in alphabetical order):
1. Bananagrams Game	Barbie Endless Curls Doll
1. TOMY Pop-Up Pirate	Disney Frozen Ice Skating Elsa & Anna Dolls
1. Orchard Toys Shopping List	Girl Tech Password Journal 8
1. Medical Carrycase	In The Night Garden Ninky Nonk Musical Activity Train
1. Monopoly	KidiZoom Smart Watch
1. Scrabble	Leapfrog Leap TV
1. Insect Lore Butterfly Garden	LEGO Star Wars
1. Pass the Pigs	My Friend Cayla
1. Original Rubik's Cube	Minecraft Diamond Steve Action Figure
1. Brainbox – The World	Syma S107 Indoor Helicopter

"The bestselling toys and games of all time give a great insight into what products have captured the imagination of kids of all ages," said Xavier Garambois, Vice President of EU Retail at Amazon. "From the Rubik's Cube challenge to the family fun of Bananagrams, these classic gifts have won over generation after generation."

"Last Christmas, children up and down the nation unwrapped flying helicopters, LEGO sets and the 2013 version of Monopoly," said Victoria Nelson, Toys and Games Manager at Amazon.co.uk Ltd. "This year, there's a host of brand new innovative gadgets to get excited about as well as more traditional toys and games which will always have a place under the Christmas tree."

"Historically, boardgames have always been a joy for children, as it means they can share the fun with friends or siblings," Esther Lutman, Assistant Curator at the Museum of Childhood comments. "Film and superhero merchandise are usually big trends for Christmas too, which started with *Star Wars* in the late 1970s and now sees *Frozen* set to dominate wish lists this year."

Find a range of toys and games for kids of all ages with the [Christmas Gift Guide](#) at the [Toys & Games Store](#) on Amazon.co.uk.

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Notes to editors:

- The top ten of all time list is based on unit sales since the Amazon.co.uk Toys & Games Store launched in 2000
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