

Barbie and LOL dolls tipped to be top sellers this Christmas, Hamleys predicts

Barbie and LOL dolls are set to be favourites under the tree once again this Christmas – while “kidults” are also expected to drive toy sales, according to predictions by toy store [Hamleys](#).

The anticipated list of top sellers for the festive season includes three toys catering for the kidult trend, including a £150 Tamiya Lunch Box toy truck, the £40 Ralleys Soft Dart Blaster and the Anime The Cult of San Reja Neil toy costing £45.

Hamleys said it had seen a continuing trend of kidult toys which appealed to the “older generation” who were looking for “nostalgic toys that have played a part in their Christmas’ past”.

Victoria Kay, head of buying at Hamleys, said: “We’ve closely observed the trends shaping the toy industry, including toys inspired by beloved on-screen characters and the continued kidult trend.

“We’re confident that our choices embody the very essence of Christmas and offer everyone the opportunity to discover their new favourite toy.”

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Hamleys said it was conscious of cost pressures facing families this year, with a line-up that started at £18.

The store's predicted best-seller is the £27 Barbie Pop Reveal doll, offering an "unboxing experience" that reveals one of four flavours – strawberry lemonade, fruit punch, watermelon crush or grape fizz.

LOL Magic Flyers, a new take on the ever-popular LOL doll, also capitalises on the package unboxing trend made popular on TikTok.

The £35 characters feature a bottle that shakes and lights up when touched, and can be repeatedly unboxed.

The list features toys for younger children, including the Disney Winnie and Piglet's Treehouse and a classic Hamley Bear with a Harry Potter twist.

The popular Twister game comes in a new digital format this year that can be played via an app with the help of wrist and ankle bands, costing £25.

Lower tech toys on the list include £18 [Marvel](#) squishy TY Squish-A-Boos, and a traditional wooden bus costing £35.

Ms Kay said: "Given the ongoing challenges, we recognise the importance of providing parents with a range of pricing options, allowing them the flexibility to plan and purchase thoughtfully."

The Hamleys top 10 Christmas toys list are:

Barbie Pop Reveal Fruit Series: [Strawberry](#), Fruit Punch,

Watermelon Crush, Grape Fizz, £27
L0L Magic Flyers, £35
TY Marvel 14" Squish-A-Boos (Asst), £18
Harry Potter Hamley Bears, £30
Beast Lab, £90
Hamleys Magic Moving Car, £40
Disney Winnie & Piglet's Treehouse, £50
Hamleys Wooden Bus, £35
Paw Patrol Movie Skye Deluxe Vehicle, £50
Twister Air, £25