

Santa take note - this is what kids want 📷

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The iTeddy will be a hot item on shopping lists this Christmas.

It is still 69 days until Santa is due, but already there's a warning about which toys most Kiwi kids will be nagging their parents for this Christmas.

Toyworld has released its top 20 toys compiled from a list of favourites based on sales in its stores. And traditional dolls and action figures are still competing against the not-so-traditional iTeddy and waterproof digital camera.

Head toy buyer Paul Hodgkiss said with 10 weeks to go until Christmas, the company was confident with the range of products available.

"We're always focused on trying to get the best value of what's in store."

Last Christmas, Kiwis bought up to \$4 billion worth of presents.

Mr Hodgkiss acknowledged sales had been affected by the credit crunch, but said many parents were still willing to buy for their children.

"Obviously people are re-evaluating how they spend, [so] it's important to provide the best value on products."

[Dream Toys 2008](#)



The [Toy Retailers Association](#) has announced its annual Dream Toys lists, predicting the big sellers for Christmas 2008. Headlined by the prestigious Dream Dozen, the 12 top toys across all categories, the Dream Toys event also names the best boys toys, girls toys, pre-school toys, games, tech toys and creative toys.

“This year, the top 72 really reflects the innovation and expertise at work in the UK toy industry,” commented Gary Grant, Chairman of the TRA. “From clever new twists on old favourites to ingenious use of new technologies, this selection strikes the balance between familiar brands and the new kids on the block.

“It has been a challenging year for all businesses, but as a retailer I am delighted to see innovation continuing to come through. Even in an economic downturn, children still need exciting, good value toys to entertain and inspire their creativity.”

TechZone Top 12

Bladestar, Character

Catcha Beast!, Bandai

Guitar RockStar, Tomy

Hannah Montana My Secret Pillow, Character

High School Musical 3 Musical Dance Mat, Vivid Imaginations

IM-ME, Mattel

iTeddy, Vivid Imaginations

My Life, Flair

My Meebas, Mattel

Pleo, Vivid Imaginations

Spykee The Spy Robot, Meccano

Woogies, Mattel