

FOR IMMEDIATE RELEASE:

The NPD Group Presents Twelfth Annual Toy Industry Performance Awards for The Americas

New York, NY, January 24, 2023 – [The NPD Group](#) today announced the winners of the 2022 Toy Industry Performance Awards for the Americas. The awards were given to the manufacturers in the United States, Canada, and Brazil, based on the top-selling property and toy, and the top-selling toys by supercategory, and in Mexico based on top-gaining toy property and top-gaining toy property by supercategory according to NPD’s Retail Tracking Service.

“All of these winners should be tremendously proud of how they performed in 2022. In what was a challenging period for many other areas of retail, these winners represent how resilient the toy industry continues to be,” said Kelly Thacker, vice president, US toys and media entertainment at The NPD Group. “I would like to personally congratulate all the winners and wish them continued success in 2023.”

U.S. Top Toy Property of the Year

Property	Manufacturer
Pokémon	The Pokémon Company

U.S. Top-Selling Toy of the Year

Item Description	Manufacturer
Squishmallows Plush 16" Assortment	Jazwares



U.S. Top-Selling Toy by Supercategory

Supercategory	Item Description	Manufacturer
Action Figures & Acc	Jurassic World Dominion Roar Strikers Figures 9" Assortment	Mattel
Arts & Crafts	Lite Brite Magic Screen Retro Style	Basic Fun!
Building Sets	Creator Expert Botanical Collection Flower Bouquet	The LEGO Group
Dolls	Barbie Dreamhouse	Mattel
Explorative & Other Toys	5 Surprise Mini Brands Mystery Pack Assortment	Zuru
Games/Puzzles	Pokémon Charizard Ultra Premium Collection	The Pokémon Company
Infant/Toddler/Preschool Toys	Gabby's Dollhouse Purrfect Playset	Spin Master
Outdoor & Sports Toys	Bunch O Balloons Recycle Balloons	Zuru
Plush	Squishmallows Plush 16" Assortment	Jazwares
Vehicles	Hot Wheels Singles 1:64 Assortment	Mattel
Youth Electronics	KidiZoom Smartwatch Assortment	VTech

Canada Top Toy Property of the Year

Property	Manufacturer
Pokémon	The Pokémon Company

Canada Top-Selling Toy of the Year

Item Description	Manufacturer
Squishmallows Plush 8" Asst	Jazwares

Canada Top-Selling Toy by Supercategory

Supercategory	Item Description	Manufacturer
Action Figures & Accessories	Smashers Dino Island Giant Skull With 30 Surprises	Zuru
Arts & Crafts	Ultimate Light Board Drawing Tablet	Crayola
Building Sets	Creator Expert Botanical Collection Orchid	The LEGO Group
Dolls	Barbie Dreamhouse	Mattel
Explorative & Other Toys	5 Surprise Toy Mini Brands Capsule Assortment	Zuru
Games/Puzzles	Jenga Classic	Hasbro
Infant/Toddler/Preschool Toys	Gabby's Dollhouse Purrfect Playset	Spin Master
Outdoor & Sports Toys	Spikeball Combo Meal Set	Spikeball
Plush	Squishmallows Plush 8" Assortment	Jazwares
Vehicles	Hot Wheels Singles 1:64 Assortment	Mattel
Youth Electronics	KidiZoom Smartwatch Asst	VTech



Mexico Top-Gaining Toy Property of the Year

Item	Manufacturer/Licensor
World Soccer	Panini

Mexico Top-Gaining Toy Property by Supercategory

Supercategory	Property	Manufacturer/Licensor
Action Figures & Accessories	Jurassic Park/World	NBC Universal
Arts & Crafts	Play-Doh	Hasbro
Building Sets	LEGO Creator Expert	The LEGO Group
Dolls	Rainbow High	MGA
Explorative & Other Toys	World Soccer	Panini
Games/Puzzles	Pokémon	The Pokémon Company
Infant/Toddler/Preschool Toys	Gabby's Dollhouse	NBC Universal
Outdoor & Sports Toys	Roblox	Roblox
Plush	Squishmallows	Jazwares
Vehicles	Hot Wheels	Mattel
Youth Electronics	VTech Nitro/Laptops	VTech

Brazil Top Toy Property of the Year

Property	Manufacturer
Barbie	Mattel

Brazil Top-Selling Toy of the Year

Item Description	Manufacturer
Hot Wheels Singles 1:64 Assortment	Mattel

Brazil Top-Selling Toy by Supercategory

Supercategory	Item Description	Manufacturer
Action Figures & Accessories	Avengers Olympus Project Assortment 9.5"	Hasbro
Arts & Crafts	Play-Doh Drill N Fill Dentist	Hasbro
Building Sets	First Builders Big Building Bag	Mattel
Dolls	Barbie Fashion Doll Assortment	Mattel
Explorative & Other Toys	FIFA World Cup Qatar 2022 Blister 10 Stickers Pack	Panini
Games/Puzzles	Banco Imobiliario	Estrela
Infant/Toddler/Preschool Toys	Baby Brink Maria Clara And JP Doll 21cm	Nova Brink
Outdoor & Sports Toys	Quad Bike And Pedal Spider Assortment	Maral
Plush	Paw Patrol Skye Plush 30cm	Sunny
Vehicles	Hot Wheels Singles 1:64 Assortment	Mattel
Youth Electronics	Robo Alive Rampaging Raptor	Candide



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