Below is a shuffled list of ten of the UK's most popular toys and categories from 2025. Your task is to **rank them in order from the most commercially successful to the least successful**.

- Use the **Category** and **Key Clue** hints to help you decide.
- **Important**: Success is measured by a mix of total sales, market share, and year-on-year growth.
- Discuss with classmates or think about which toy categories you saw everywhere last year!

Toy / Brand	Category	Key Clue for Success
Action Figures	Toy Category	As a whole category, sales grew by a strong **16%**, boosted by major movie releases.
Film-Driven Toys	Licensed Toys	Toys tied to 2025 movie releases made up a massive **16% of all toy sales**.
Pokémon	Collectibles/Games	Named the **top-gaining toy property** of the year. Its trading cards are a huge driver.
Collectibles	Toy Category	A massive trend. This broad category grew **12%** and represented **17%** of all money spent on toys.
Lego Botanicals	Building Sets	Specifically highlighted as the **third fastest-growing property** in the UK.
Squishmallows	Plush	Remained a consistent **top-ten bestseller** throughout the entire year.
Formula One Toys	Vehicles	Ranked as the **second fastest-growing property** in the UK market.
Lego	Building Sets	The brand overwhelmingly leads the **fastest-growing toy category**, which was up **25%**.
Minecraft	Licensed Toys	A major video game property that helped drive sales in the sector, which surged **47%**.
Toniebox	Audio Players	A perennially strong seller and a key reason the infant/preschool category had its best year since 2017.