

For Immediate Release

June 10, 2025

“#PoohMerry” hashtag has spread from users, leading to **series exceeding more than 1.5 million sales!**

“Pooh 6WAY Gym & Mobile Merry”

To be launched on Saturday, July 5, 2025

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) announced that **“Pooh 6WAY Gym & Mobile Merry”** (SRP: JPY 17,380/tax included), a baby toy useful for putting babies to sleep, is to be launched on Saturday, July 5, 2025 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop/), etc.

This product is a baby toy that can be used in six different ways, from a mobile merry to Play GYM. This product, which was renewed following its launch in 2002, is the fifth generation of the “Gym & Mobile Merry” series, which has a **cumulative total of more than 1.5 million sales** (as of April 2025).

To improve this product from our long-running series, we conducted a questionnaire and face-to-face survey (*1) among people who actually used the product. We kept the well-received aspects, such as prolonged usability as the baby grows, selectable speed for spinning and sounds, and abundance of recorded songs, and to provide more convenience and fun, we updated the design to one that is easier to use and reflects buyers’ opinions.

One of the features of this product is that we made it so that, by adding attaching parts (sold separately), it can accommodate folding cribs. This was in response to the increase of households that use folding cribs due to a recent **change in parenting environments and living spaces**, as parents are not only raising children at their own home, but are also traveling to their hometowns to give birth. Additionally, we developed this product with the desire from developers who have faced parenting and thus want to provide support for it while **reflecting direct customer input from our surveys**, such as ensuring **easy assembly when setting it up**, adding a **drum play element to the activity panel**, and choosing a **layout with buttons that are easy to press**.



While the birthrate has been declining for 43 consecutive years according to statistics from the Ministry of Internal Affairs and Communications (*2), sales of childbirth gifts and items to prepare for childbirth are increasing every year. One reason for this is that social media posts with the hashtag “#PoohMerry” have been spread unprompted by users. We received many satisfied comments regarding the product’s conventional features and usability, such as “It was good support for my first time parenting,” “This is a great item to have for a baby’s first time playing with a toy,” and “Not only did I want it in photos with my baby, I wanted to have it in videos, too.” The mobile merry plays relaxed and pleasant music when in use, so it is supported by many as providing relaxation not just for the baby, but for the entire family, such as when putting babies to sleep and breastfeeding.



★ Product Website: www.takaratomy.co.jp/products/babyonline/

◆Renewed feature!

Accommodates to folding cribs

Implementing a questionnaire survey (*3) to households with infants revealed that 31% of households have folding cribs, and we received feedback on social media from people saying that they want to buy the Pooh Merry, but are disappointed it cannot be attached to a folding crib. As there are more people selecting folding cribs due to hometown births and housing conditions, we renewed the product so that it is able to accommodate folding cribs by using separately sold parts.



Added a drum play feature to the activity panel. Changed to a fun and easy-to-use design

We added new features to the activity panel, such as one that allows drum play, and by expanding play-based learning where a baby uses their hands and fingers, we made the design that can be enjoyed even more for even longer.



◆Play Style: Prolonged usability in different situations makes for happy customers

This product can be used for a long time to match a baby’s growth, from their birth to when they pull themselves to a stand. Attaching a mobile merry used on the floor to a folding crib is easy. Modifying the main unit into a mobile merry used on the floor, a floor gym, and Play GYM can also be done easily.



- *1 (1) Survey Contractor: DENTSU MACROMILL INSIGHT, INC.; Valid Respondents: 446 people; Survey Period: From April 22 to April 24, 2024; Survey Method: Internet survey
 (2) Surveying Company: Benesse Corporation (Tamahiyo Editing Department); Valid Respondents: 395 people; Survey Period: From October 28 to November 18, 2024; Survey Method: Internet survey
 (3) Survey Contractor: Benesse Corporation (Tamahiyo Editing Department); Respondents: 5 users of “6WAY Gym & Mobile Merry”; Survey Date: September 19, 2024; Survey Method: Round-table discussion
- *2 Statistics Bureau of Japan - Result of the Population Estimates (announced on April 14, 2025)
- *3 Surveying Company: TOMY Company; Valid Respondents: 577 people; Survey Period: From August 12 to August 18, 2023; Survey Method: Internet survey

◆Product Outline

Launch Date in Japan: Saturday, July 5, 2025

Recommended Age: 0 months and up

Copyright: ©Disney. Based on the “Winnie the Pooh” works by A.A. Milne and E.H. Shepard.

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/shop/), etc.

Product Name: Pooh 6WAY Gym & Mobile Merry

SRP: JPY 17,380 (tax included)

Dimensions: W 515 mm × H 700 mm × D 605 mm

Recommended Age: 0 months and up

Batteries Required: 3 × Type-C alkaline batteries (not included)

Product Name: Pooh 6WAY Gym & Mobile Merry Attachment

SRP: JPY 1,320 (tax included)

Dimensions: W 140 mm × H 180 mm × D 50 mm





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