

For Immediate Release

November 25, 2025

The Latest Toys in Categories Such as **“World,” “Real,” “Generation Alpha,” “Kidults,”** and **“100th Year of Showa Era”!**

Toys from TOMY Company to Liven Up the Christmas and New Year Holiday Season

TOMY Company, Ltd.

As the Christmas and New Year holiday season of 2025 approaches, the TOMY Group (TOMY Company, Ltd., based in Katsushika-ku, Tokyo) introduces its latest toys.

In 2025, toys that are played with around the **“world”** and **enhance gatherings with “real” interactions** gained attention, along with toys that can be enjoyed by a wide range of generations, from the **“Generation Alpha”** (those born after 2010) to **“Kidults”** (adults with a playful spirit).

Additionally, this year marked the **100th year since the beginning of the Showa era**. Here the company introduces long-selling products that have consistently remained popular across all times, continuing to evolve from the Showa era through the Heisei era to the present Reiwa era.

<Recommended Toys for the Holiday Season>

* All the prices include tax.

World / Real

The World Championship for the **“BEYBLADE X”** series, the modern version of “bei-goma” (traditional Japanese battling tops) was hosted in Japan in October 2025, serving as a catalyst for international exchange. The long-selling party game **“Pop Up Pirate”** also celebrated the 50th anniversary since its release this year. While digital technology continues to advance, products that can be enjoyed in “real” life, face-to-face, across different languages and generations around the “world” are a hot topic. A toy series for the popular children’s animation series **“BLUEY,”** which is broadcast in over 140 countries worldwide, was launched in Japan for the first time this year. Additionally, the holiday season offers many opportunities for gatherings, and products like the **“Quiz Buzzer”** which allows participants to enjoy serious quiz battles, and the food-themed **“The Game of Life: Delicious Dishes,”** where players aim to become millionaires by perfecting their culinary experiences, help to enhance conversations among family and friends across various generations.



BEYBLADE X BX-46 BATTLE ENTRY SET INFINITY

JPY 7,500 / Released October 11 /

© Homura Kawamoto, Hikaru Muno, Posuka Demizu, BBXProject, TV TOKYO © TOMY

An entry set that includes the new stadium, BEYBLADEs, and winder launchers (2 each), ready for immediate play

beyblade.takaratomy.co.jp/



Pop Up Pirate

JPY 2,750 / Released July 5 / © TOMY

Celebrating the 50th anniversary, from “lose” if the pirate jumps out to “win.” Returning to the basics with rule changes!

www.takaratomy.co.jp/products/kurohige/



BLUEY FAMILY HOME PLAYSET

JPY 8,390 / Released September 27 / © TOMY ©2025 The Moose Group © Ludo Studio.

The Australian cartoon “Bluey,” is exploding in popularity worldwide! This is the two-story house where the Bluey family lives

www.takaratomy.co.jp/products/bluey/lineup/house/



Quiz Buzzer 1st limited

JPY 4,950 / Released July 19 / © TOMY © baton inc. ©tv asahi

A quiz communication toy to enjoy real quiz battles

www.takaratomy.co.jp/products/quizbuzzer/

Generation Alpha

The digital toy camera “FUNSHOT” reflects the trend of capturing photos with a retro feel using film cameras and digital cameras, as well as social media platforms that provide prompts for taking photos through notification settings. The palm-sized “MicroPets” (scheduled for release on December 27, 2025), approximately 6 cm in length, are pet robots designed for the digital-native generation, allowing for intuitive interaction and enjoyment. This year, products that appeal to Generation Alpha gained attention, such as the “Hatchimals (‘Umarete! Woomo’) Jurassic World T-Rex Egg” which offers the captivating experience of watching a T-Rex break out of its shell and the enjoyment of nurturing the dinosaur after it hatches.



FUNSHOT

(Hello Kitty / Cinnamoroll / Kuromi)

JPY 7,480 each / Released October 25 / © TOMY
©2025 SANRIO CO., LTD. APPROVAL NO. L660318

A fresh idea for Gen Alpha and Gen Z!
A digital toy camera to capture the “moment” users want to preserve

www.takaratomy.co.jp/products/funshot/



MicroPets

(Cat / Puppy / Bunny)

JPY 2,498 each / To be released December 27 /
© TOMY ©2024 The Moose Group

Digital KAWAII for Gen Alpha! A palm-sized pet robot

www.takaratomy.co.jp/products/micropets



Hatchimals (‘Umarete! Woomo’)

Jurassic World T-Rex Egg

JPY 12,998 / Released July 26 / © Universal City Studios LLC and Amblin Entertainment, Inc. All rights reserved. © TOMY TM & © Spin Master Ltd. All rights reserved.

A dinosaur hatchling that breaks out of its egg—watch the toy pet emerge into the world!

www.takaratomy.co.jp/products/woomoalive/jurasicworlddegg/

Kidults

For adults with a playful spirit, known as “kidults,” products like the “tomica GARAGE,” with which one can stylishly display their TOMICA collection with features like electric shutters and authentic indoor lighting, are popular. The “Starter Set SD 923 Dr. Yellow” (by TOMYTEC CO., LTD.), an introductory railway model set that includes vehicles, a power unit, and tracks, and the “Disney LORCANA Trading Card Game” series, a highly popular trading card game that has sold over a billion cards worldwide, are also in demand.



* TOMICA (miniature cars) are not included.

tomica GARAGE (SILVER WHITE Standard Edition / PREMIUM BLACK Standard Edition)

JPY 6,270 each / Released December 20 / © TOMY

Stylishly display your TOMICA collection

www.takaratomy.co.jp/products/tomica/tomica/brand/plus/



“Disney LORCANA Trading Card Game” series

Booster Pack JPY 330, 1 BOX contains 16 packs JPY 5,280 / Released October 31 (6th edition) / © Disney

The official Disney trading card game. The sixth edition features the first-ever inclusion of “Baymax” cards

www.takaratomy.co.jp/products/disneylorcana/

Long-Standing Brands

These are the latest versions of long-standing brands that have continued to evolve from the Showa era through the Heisei and Reiwa eras, such as “PLARAIL” (released in 1959), “LICCA doll” (released in 1967), and “TOMICA” (released in 1970).



* Roads and tracks are sold separately.

TOMICA & PLARAIL BLOCK VEHICLE BLOCK TOWN BOX

JPY 9,020 / Released October 18 / © TOMY

Blocks that can be enjoyed with TOMICA and PLARAIL!

www.takaratomy.co.jp/products/tomica/tomica_plarail/block/



Licca Kate makeup DX set

JPY 8,250 / Released April 19 / © TOMY

Collaboration between “LICCA doll” and “KATE”!

Enjoy makeup with eyeshadow and lipstick designed for dolls

licca.takaratomy.co.jp/products/doll/kate/licca/



* TOMICA (miniature cars) are sold separately.

TOMICA 2-WAY Action Expressway

JPY 9,020 / Released November 16, 2024 / © TOMY

The course easily transforms to extend and contract!

A bustling expressway where many TOMICA cars zoom around

www.takaratomy.co.jp/products/tomica/tomicaworld/town/2wayhighway/

★ A special Christmas page is now open on TOMY Company's official online store

“TOMY MALL” ★

Features recommended Christmas products!

TOMY Company official website: www.takaratomy.co.jp/season/xmas/

TOMY Company's official online store “TOMY MALL”: takaratomy.com.jp/shop/e/xmas/



<Other Recommended Products>



Pokémon Friends Poké Ball

©Nintendo • Creatures • GAME FREAK • TV Tokyo • ShoPro • JR Kikaku ©Pokémon

www.takaratomy.co.jp/products/pokemon/poke_nade_monsterball/



The Game of Life: Delicious Dishes

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www.takaratomy.co.jp/products/jinsei/product/ois-hii/



* PLARAIL trains, PLAKIDS, and TOMICA (miniature cars) are sold separately.
* Beams and tracks are images for illustration purposes only.

Play With Tomica! Big Rotation Railway Crossing

© TOMY

www.takaratomy.co.jp/products/plarail/tettei/set/guruttofumikiri/



JOBRAVER TJBDX WILD JOKER BRAVER DX SET

© TOMY

www.takaratomy.co.jp/products/tomica/jobraver/



Transformers Wild King WKS-01 Optimus Prime & Lightlong Wildocking Set

© TOMY

tf.takaratomy.co.jp/tf_wild_king/



* ANIA (figures) not included.
* The depiction of flight and light trails in the image are for illustrative purposes only.

ANIA Kingdom King Gold Mountain

© TOMY

www.takaratomy.co.jp/products/ania/aniakingdom/kinggoldmountain/



Himitsu no AIPRI Smartphone R DX Set

© T-ARTS / syn Sophia / TV Tokyo / AP Production Committee © TOMY

www.takaratomy.co.jp/products/himitsunoaipri/lineup/smartphone/



Punirnes Punistal

(Clear pink / clear blue / clear purple)

© TOMY / Punirnes 3 Puniject, TV Tokyo

www.takaratomy.co.jp/products/punirnes/lineup/



PAW Patrol Sound Adventure Bay

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www.takaratomy.co.jp/products/pawpatrol/



Pokémon Rotom Phone SHAKE

©Nintendo • Creatures • GAME FREAK • TV
Tokyo • ShoPro • JR Kikaku ©Pokémon

www.takaratomy.co.jp/products/pokemon/rotom/shake/



Petite Pop

Sales Agent: T-ARTS Company, Ltd.

© Disney © Disney. Based on the "Winnie the Pooh"
works by A.A. Milne and E.H. Shepard ©
Disney/Pixar.

www.takaratomy-arts.co.jp/specials/disney/



Starter Set SD 923 Dr. Yellow

Sales Agent: TOMYTEC CO., LTD.

Approved by Central Japan Railway Company (JR
Central)

www.tomytec.co.jp/tomix/products/n/90183.html

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 / Email: tpr@takaratomy.co.jp

Public Relations, T-ARTS Company, Ltd. Tel: 03-5680-4837 / Fax: 03-5680-4918

Business Promotion Division, TOMYTEC CO., LTD. Tel: 03-3696-6187 Fax: 03-3696-6193

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)

T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)

TOMYTEC Customer Service Tel: 03-3695-3161