

Toy sales in the UK rise after pandemic

Vocabulary Match

- research ● responsible ● generations ● association ● average ● nearly ●
- in charge ● normal ● almost ● study ● ages ● group

Article

Toy sales in the UK have increased for the first time since the pandemic. According to the research company Circana, sales went up by 6% this year. Popular brands like Lego and Pokémon are the main reason for this growth.

Many adults, known as "kidults," are now buying toys for themselves. In fact, they are responsible for one-third of all toy sales. Melissa Symonds from Circana says that brands like Lego and Pokémon are doing very well because they appeal to all generations, not just children.

The Toy Retailers Association has released a list of toys they think will be popular this Christmas. These include a Hot Wheels F1 racing track and an interactive dinosaur toy. The average price of a toy last December was £13.43, and total toy sales in the UK are now nearly £4 billion a year.

Quiz

1. What is the percentage increase in toy sales this year?
2. Who are "kidults"?
3. Which brands are mentioned as popular?
4. What is one toy expected to be popular this Christmas?

Conversation

- A: Did you hear toy sales went up this year?
B: Yes! I think it's because of all the "kidults" like us.
A: Haha, true! I just bought a new Lego set.
B: Me too! And I got a Pokémon card pack.
A: I can't wait to see what's on the Christmas list.
B: I hope there's more Lego and maybe a cool dinosaur toy!

Discussion

1. Do you have a favorite toy from your childhood?
2. Have you ever bought a toy for yourself as an adult?
3. What toys do you think will be popular in the future?
4. Why do you think adults like buying toys for themselves?
5. What toy would you buy for your teacher?