Target Investor Relations

Target Unwraps Bullseye's Top Toys List, Plus Thousands of Toys Under $20 to Shop All Season Long

Bullseye's Top Toys List features the hottest toys of the season from brands like Disney, FAO Schwarz, LEGO, Mattel and more, starting at $5

The retailer's toy assortment features thousands of toys under$20, many new items from the top brands and hundreds of exclusives

For the first time, Target is hosting in-store toy demos every weekend fromNov. 8-Dec. 21 and has created a new holiday kids' catalog to make toy shopping easy no matter how guests choose to shop

MINNEAPOLIS, Sept. 25, 2025 /PRNewswire/ -- **Target Corporation (NYSE: TGT)** today unveiled its Bullseye's Top Toys List, featuring more than 40 must-have toys starting at just $5. Carefully chosen to help shoppers discover this season's most buzzworthy toys, the curated list makes it easier than ever to shop for the most-wanted toys of 2025. This year's lineup includes new and exclusive toys from beloved national brands like **Disney**, **FAO Schwarz**, **LEGO**, **Mattel**, **Nintendo** and items from Target's toy owned brand **Gigglescape** and the **Bullseye**-branded collection.

In addition, the retailer is offering an exciting assortment of toys from owned, national and emerging brands at an incredible value. Shoppers will find thousands of toys under $20 — many of them new and hundreds exclusive to Target.

"Our Bullseye's Top Toys List is a big part of the holiday experience for millions of families, and this year's list has something for everyone," said **Cassandra Jones**, senior vice president of merchandising for Fun101, Target. "As curators of fun, we've handpicked the hottest new toys from the top brands — including hundreds of exclusives and thousands priced under $20 — to bring the magic of play to life. We're making it easy for every family to find something special to gift at a great price this season."

Below is the full 2025 Bullseye's Top Toys list, which will be clearly marked in store aisles and online, making it easy to find the season's most-wanted gifts.

Game on
Nintendo Switch 2
Donkey Kong Bananza

Build it
LEGO Record Player with Flowers 3-in-1 Building Set– **Exclusive**
LEGO F1 Grid with VCARB & Sauber Race Cars Building Set– **Exclusive**
LEGO Minifigure Vending Machine Building Set
LEGO Star Wars Ewok Village– **Exclusive**
Play-Doh Super Slice Cake Playset
Play-Doh Barbie Designer Fashion Show Doll Playset
Kinetic Sand Café Case
Kinetic Sand Sandyland – **Exclusive**

Imagine, learn & adventure
LeapFrog LeapMove Learning with Motion Gaming System
Target Check Lane Playset – **Exclusive**
Target Shopping Cart – **Exclusive**
Target Toy Shopping Basket – **Exclusive**
Fisher-Price Laugh & Learn 4-in-1 Snack Cart Walker
NERF Cobalt Fury Toy Blaster – **Exclusive**
NERF Jade Strike Toy Blaster – **Exclusive**
Beyblade X Drop Attack Battle Set

Figures of fun
Bluey Interacting Onesies Bluey & Bingo Plush – **Exclusive**
Ms. Rachel Big Feelings Speak & Sing Doll– **Exclusive**
Gabby's Dollhouse
PAW Patrol Fire Rescue Rapid Reload Fire Truck
Gigglescape 14" Yeti Plush – **Exclusive**
Bitzee Hamster Ball
tonies Ms. Rachel Toniebox 2 Starter Set – **Exclusive**
Mr. Beast Lab Swarms Mystery Pack Mini Figures – **Exclusive**
Jurassic World Rebirth Island Escape Set – **Exclusive**

Future foodies
MGA's Miniverse Make It Mini Target Food Favorite Day Series 2 – **Exclusive**
Gigglescape Mini Cocoa Cup Plush - **Exclusive**
Gigglescape Mini Peppermint Lollipop Plush – **Exclusive**

FAO Schwarz finds
FAO Schwarz Kids' Ultimate Makeup Artist Set – **Exclusive**
FAO Schwarz Throwback Hello Kitty Toy Vending Machine – **Exclusive**
FAO Schwarz 10" Blob Blob Bluey Plush – **Exclusive**

Ready, set, roll
Razor A Scooter
Monster Jam Smash & Bash Toy Vehicle Playset
Hot Wheels City Ultimate Dual Dragon Transporter Playset
Hot Wheels Mario Kart Rainbow Road Track Set – **Exclusive**

Friends & heroes
Barbie x Hearth & Hand with Magnolia Townhouse – **Exclusive**
Barbie Dream Camper Playset
Transformers CYBERWORLD Chomp & Battle Grimlock Action Figure
Marvel Spider-Man Venom Versus Webslinging Showdown – **Exclusive**
Primal Hatch Interactive Hatching Dino Action Figure

More ways to discover holiday magic at Target

This year's full assortment spans traditional categories like dolls, action figures, building sets and games to trending picks like collectibles, crafting kits, tech and sensory toys and trading cards.

New and exclusive launches include:

- **LEGO®:** From nostalgic collector sets to exciting builds under$20, the LEGO brand offers the perfect mix of fun, creativity and holiday magic. With bold price points starting at just $9.99, the collection spans fandom favorites, festive builds and timeless classics — making LEGO building sets a must-have gift that brings joy to kids and collectors alike. Exclusive items include fan-favorite builds and unique collectibles such as **Marvel** Spider-Man Peter Parker's Apartment Building Set, **Gremlins** Gizmo Building Set, and a Wreath-Making Kit and Holiday Garland Building Set.
- **Barbie and Joanna Gaines:** For a limited time only, Target is uniting two cultural icons in a first-of-its-kind collaboration that blends Barbie's aspirational play platform with Joanna Gaines' home design authority. The collection features two exclusive Target must-haves: the **Barbie x Joanna Gaines Collectible Doll** and the **Barbie x Hearth & Hand with Magnolia Townhouse** — bringing inspiration, design and play together in one unforgettable holiday moment for kids and kids at heart. They are available for preorder today on Target.com, and available in Target stores and online December 7.
- **Fandom favorites:** From the **Universal Pictures** film "Wicked: For Good" and **Netflix's** must watch "Stranger Things" to the golden energy of "KPop Demon Hunters," consumers will find apparel, accesories, collectibles, limited-edition items and more that let kids, teens and superfans of all ages celebrate the worlds and characters they love.
- **Trading cards**: Fans can discover new drops every few weeks with special releases, seasonal favorites and exclusive collectibles from **Magic the Gathering**, **MLB**, **NBA**, **NFL**, **Pokémon** and more. Highly anticipated exclusives will also arrive in November and December, making them the perfect gifts for collectors.
- **Disney Signature Collection:** This collection features thoughtfully crafted products representing multiple Disney franchises across apparel, home goods and toys, starting at $14.99. From beloved Disney Princess and Disney Frozen characters featured in role play items to soft and huggable plush versions of favorite Disney characters, collectible figurine sets to recreate memorable moments, or whimsical bath items that make bath time fun, the assortment is designed with a touch of Disney magic to delight fans of every age. The full collection is available in stores and on Target.com beginning Oct. 5.

A joyful shopping experience all season long

Target is adding extra sparkle to every shopping trip with experiences that inspire creativity and make gift giving effortless. From interactive toy demonstrations in stores to a reimagined holiday kids catalog filled with inspiration, families will find joyful ways to discover the perfect presents and celebrate the magic of the season.

- **In-store demos**: To help families plan their holiday gift giving, shoppers can enjoy free in-store toy demonstrations every weekend from Nov. 8-Dec. 21 at all Target stores, bringing the magic of play to life
- **Holiday kids catalog:** Target will debut a new holiday kids catalog in October to highlight the top gifts for every age and interest, with more electronics, entertainment and sporting goods items, making it easy to find something for everyone. Guests can scan a QR code on the catalog to unlock a digital-first experience designed to spark imagination and simplify wish list creation and sharing for kids and gift-givers alike.

Guests can also take advantage of Target's flexible fulfillment services for quicker options, including **Same Day Delivery**, **Drive Up** and **Order Pickup** available within hours, plus **Next-Day Delivery** or **2-Day Shipping** for free with orders above $35. And with the Target Circle Card, **cardholders save an extra 5% every day[1],** helping families stretch their budgets even further during the holiday season and beyond.

Visit the retailer's holiday press hub for more on all the ways Target is delivering holiday magic this season.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at nearly 2,000 stores and at Target.com, with the purpose of helping all families discover the joy of everyday life. Since 1946, Target has given 5% of its profit to communities, which today equals millions of dollars a week. Additional company information can be found by visiting the corporate website and press center.

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