**AMONG US TOYS UPDATE – SEPTEMBER 2022**



**Background**

In 2021 Among Us was downloaded in excess of 20,000,000 times in the UK & Ireland. This game became a phenomenon driven by lockdown but played by social gamers of all ages globally. It was against this backdrop that Toikido secured the rights to make toys for this game and KAP TOYS LTD distributed them for the UK & Ireland.

The items came late and the stock flew out so the sales trend has continued throughout 2022!

**Items**

1. SRP £11.99 Among Us Mystery Capsules – on sale in Tesco, HMV, Smyths and Amazon
2. SRP £19.99 12” Soft toys – on sale in Tesco, HMV, Amazon and Toynado.co.uk
3. SRP £29.99 Among Us Advent Calendar – on sale at Toynado.co.uk
4. SRP £29.99 16” Huggable plush – on sale in HMV, Amazon, and Toynado.co.uk
5. SRP £29.99 12” Feature plush – on sale in HMV, Amazon, and Toynado.co.uk
6. SRP £49.99 Kids Dress Up – on sale in HMV, Amazon, and Toynado.co.uk
7. SRP £59.99 Adult Dress Up – on sale in HMV, Amazon, and Toynado.co.uk

**Images & More Details**

[AMONG US](https://kaptoys.sharepoint.com/%3Af%3A/g/EsVqjgEkSmhNukRSsbfT77YBFlCrg9vETU4wmG7Z2gOaRw?e=GqkJD5)

**Awards that this range has won**

**BlogOn Toy Awards - Christmas -** 1st Place

Among Us Official Advent Calendar

**BlogOn Toy Award Imagination toys** 1st Place

Among Us Official Inflatable Dress Up Suit

**Plush/dolls** 1st Place

Among Us Supersoft Huggable plush

**BlogOn Toy Awards Collectibles** 2nd Place

Among  Us Mystery Capsules

**Joint Blogger's Choice Award**

Among Us Official Inflatable Dress Up Suit