



For Immediate Release

July 31, 2025

From Australia!**A hugely popular cartoon for kids broadcast in over 140 countries worldwide****“BLUEY” Toy Series Launches in Japan for the First Time****To be launched on Saturday, September 27, 2025**

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika-ku, Tokyo, will launch toys related to the popular animated series “BLUEY,” loved worldwide, for the first time in Japan starting in September 2025.

As the first set of products in the new line, a total of 14 items, including the “**BLUEY FAMILY HOME PLAYSET**” which replicates the house from the cartoon (SRP: JPY 8,390/tax included), will be released on Saturday, September 27, 2025, at toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp), etc.



“BLUEY” is a heartwarming and humorous animated series for kids that depicts **the everyday life and fun of play within a family**. Since its initial broadcast in Australia in 2018, it is now aired in over 140 countries. In Japan, starting from April 2025, the terrestrial broadcast area has been expanded to the network of six TV Tokyo network stations, airing on Sundays at 7 a.m. The series heartwarmingly and humorously depicts the everyday life and fun of play of the protagonist Bluey, an Australian cattle dog (commonly known as a blue heeler), who lives with her dad, mom, and younger sister Bingo. Its sincere portrayal of parenting has garnered support from many viewers and has gained a large fan base worldwide.

The main product in the toy series, the “**BLUEY FAMILY HOME PLAYSET**” is a two-story dollhouse where the Bluey family lives, which appears in almost every episode of the cartoon. It comes with Bluey figures and furniture, making it ready for play right away. Additionally, related toys will be released simultaneously, including the “**FIGURE 4-PACK Bluey & Family**,” which includes Bluey’s family, the “**BLUEY HEELER 4WD FAMILY VEHICLE**” with a mom figure, and the “**BLUEY JUMBO PLUSH SGL PK Bluey**,” sized for children to easily cuddle. In November 2025, T-ARTS Company is also planning to release the “**Bluey Puffy Rubber Dangler**.”

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ Overview of the “BLUEY” Toy Series ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Recommended Age: 3 years and up / Launch Date in Japan: Saturday, September 27, 2025

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomy.com)

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Product Name: “BLUEY FAMILY HOME PLAYSET”

SRP: JPY 8,390 (tax included)



Product Name: “FIGURE 4-PACK Bluey & Family”

SRP: JPY 3,290 (tax included)

Product Name: “BLUEY HEELER 4WD FAMILY VEHICLE”

SRP: JPY 3,290 (tax included)

Figures, plush toys, and capsule toys (by T-ARTS Company) are also scheduled for launch. Please see the following website for details.

Product website: www.takaratomy.co.jp/products/bluey/

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ Overview of the “BLUEY” Cartoon Series ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

The main character, Bluey, is a curious six-year-old female blue heeler who lives with her dad, mom, and her four-year-old sister, Bingo. The show, which depicts the little joys of daily life and the growth of children through play, is perfect for forgetting the worries of busy modern life. Since April 2025, this popular animated series, loved worldwide, has become available to over 70% of households nationwide through TV Tokyo, TV Osaka, TV Aichi, TV Setouchi, TV Hokkaido, and TVQ Kyushu.

Broadcast Date: Every Sunday morning at 7 a.m., airing from Sunday, April 6

Broadcast Information: The network of six TV Tokyo network stations

Official Brand Website: www.bluey.tv/jp/ / Official Japanese Instagram: www.instagram.com/bluey_jp

Official Japanese X: x.com/bluey_jp / Official Japanese TikTok: www.tiktok.com/@bluey_jp

Official TV Tokyo Cartoon Website “animeteleto” Page: www.tv-tokyo.co.jp/anime/bluey/

★ “BLUEY in Theaters” / Screening Event Information

Screening events of the BLUEY animated series will be held in theaters nationwide, including Aeon Cinemas, starting in late September 2025. Special footage will be screened in addition to carefully selected episodes from the animated series. Details are scheduled to be released soon.

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 E-mail: tpr@takaratomy.co.jp
Public Relations, Business Planning Department, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

For product inquiries from consumers, please contact:

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