

For Immediate Release

August 21, 2025

September 8, 2025 [Revised version: “Grand Mall TOMICA Building” in Action Category deleted]

## “The 2025 Japan Toy Awards”

**A total of 10 products receive the Grand Prize, Outstanding Sales Award, Special Award, and other awards!**

**Educational Toys Category Grand Prize:** “TOMICA & PLARAIL BLOCK VEHICLE BLOCK TOWN BOX”

**Accessible Design Toys Category Grand Prize:** Licca House “Talking Auto-lock, Two-story Grande Maison”

**Outstanding Sales Award:** “6WAY Gym & Mobile Merry Winnie the Pooh”

**Special Award:** “BEYBLADE X” series

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika-ku, Tokyo, received awards for a total of 10 products, including the Grand Prizes in two categories, as well as the Excellence Awards, the Outstanding Sales Award, and the Special Award in six categories, at the 2025 Japan Toy Awards sponsored by the Japan Toy Association on Thursday, August 21, 2025.

◆TOMY Company’s 2025 International Tokyo Toy Show special page: [www.takaratomy.co.jp/event/toyshow/](http://www.takaratomy.co.jp/event/toyshow/)

The Grand Prize was awarded to two products: in the Educational Toys Category, the “TOMICA & PLARAIL BLOCK VEHICLE BLOCK TOWN BOX,” and in the Accessible Design Toys Category, the Licca House “Talking Auto-lock, Two-story Grande Maison.”

Additionally, the Outstanding Sales Award was presented to the “6WAY Gym & Mobile Merry Winnie the Pooh,” a baby toy series that has exceeded 1.5 million sales, and the Special Award was presented to the BEYBLADE X series of modernized *bei-goma* (traditional Japanese tops) that originated in Japan and have become a huge hit globally.

The Excellence Awards were given to the following six products across six categories. The Excellence Awards were given to the “LICCA’s Lively Illuminated Crane: Let’s Go to Round 1!” in the Basic Category; the “Pokémon SMAPHO ROTOM SHAKE” in the Characters Category; the “Quiz Buzzer” in the Games & Puzzles Category; the “Punirunes Sanrio characters” in the Digital Category; the “Pokémon Pyokoponyu” Series in the Variety Category; the “Pokémon Scanning and Learning” in the Accessible Design Toys Category.



**Grand Prize**

**“TOMICA & PLARAIL BLOCK VEHICLE BLOCK TOWN BOX”**



**Grand Prize**

**Licca House “Talking Auto-lock, Two-story Grande Maison”**



**Outstanding Sales Award**

**“6WAY Gym & Mobile Merry Winnie the Pooh”**



**Special Award**

**BEYBLADE X series**

## List of Grand Prize winners of the 2025 Japan Toy Awards

### [Grand Prize, Educational Toys Category]

Blocks that can be enjoyed with TOMICA and PLARAIL!



#### **“TOMICA & PLARAIL BLOCK VEHICLE BLOCK TOWN BOX”**

[Scheduled for launch in mid-October 2025 / JPY 9,020 (tax included)]

[www.takaratomy.co.jp/products/tomica/tomica\\_plarail\\_block/](http://www.takaratomy.co.jp/products/tomica/tomica_plarail_block/)

#### Product Features

These blocks can be played with easily even for first-time users. And, in addition to the two types of working vehicles, they include scenery parts (113 parts total). They come with a large box convenient for tidying up. The cover can also be used as a rail or path. Furthermore, using the separately sold TOMICA Town roads and PLARAIL rails will broaden the scope of play even more.



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\*Roads and tracks are sold separately.

#### [Features Recognized]

Playing with the blocks trains finger dexterity, concentration, imagination, and creativity. Additionally, the blocks contain action gimmicks unique to TOMICA and PLARAIL, such as suspension and blade mobility. It was recognized for enabling an understanding of the vehicles' features and mechanisms during the assembly stage.

### [Grand Prize, Accessible Design Toys Category]

Given a modern update with a porch delivery box and more! Takes into consideration “inclusive society” and “eco-friendliness”



#### **Licca House “Talking Auto-lock, Two-story Grande Maison”**

[Scheduled for launch on Saturday, October 18, 2025 / JPY 9,900 (tax included)]

[licca.takaratomy.co.jp/products/house/grandmaison/](http://licca.takaratomy.co.jp/products/house/grandmaison/)

#### Product Features

A large house with furniture that includes features such as an elevator and a front door with auto-lock and sound. It is equipped with an intercom monitor, a delivery box, and a built-in dishwasher to reflect modern lifestyles. Additionally, it is designed to encourage awareness of caring for the environment during play. The sounds at the front door also feature advice and phrases for environmental consideration, and the paper used for the packaging and product is forest-certified paper. Furthermore, from the development stage, we had visually impaired children play with the product and incorporated their feedback, adding features to the texture and sound to make it more enjoyable. It has designs such as furniture with indentation added to prevent small items from easily toppling over or shifting when touched, as well as different sounds playing when the front sliding door is opened or closed.



© TOMY \*Dolls and some accessories are sold separately.

#### [Features Recognized]

It was recognized for its thoughtful considerations, such as the addition of holes on the table to secure tableware and other features that prevent items from shifting when touched, sound notifications for the opening and closing of the front door and the arrival of the elevator at each floor, and the use of varied textures for flooring and paper accessories.

### [Outstanding Sales Award]

Despite the declining birthrate in Japan, the number of sales is increasing! This baby toy is from a series owned by one out of every three firstborn children in Japan (\*1) and which has exceeded a cumulative total of 1.5 million sales (\*2)



#### **“6WAY Gym & Mobile Merry Winnie the Pooh”**

[Latest model now on sale: “6WAY Gym & Mobile Merry Winnie the Pooh” JPY 17,380 (tax included)]

[www.takaratomy.co.jp/products/babyonline/lineup/detail.html?jancode=4904810935995](http://www.takaratomy.co.jp/products/babyonline/lineup/detail.html?jancode=4904810935995)

#### Product Features

A baby toy that can be used in six different ways, from a mobile merry to Play GYM. Following its launch in 2002, the “Gym & Mobile Merry” series has exceeded a cumulative total of 1.5 million sales (as of April 2025). The latest model of this long-running product series was launched in July of this year reflecting buyers' opinions to provide more convenience and fun. Its sales as a childbirth gift and item to prepare for childbirth are increasing every year.



(\*1) According to a Ministry of Health, Labour and Welfare vital statistics survey

(\*2) According to cumulative sales of “Gym & Mobile Merry” series as of April 2025

© Disney. Based on the “Winnie the Pooh” works by A.A. Milne and E.H. Shepard.

## [Special Award]

Continual runs of X(extreme) Dashes! Enjoy exciting battles!



### **BEYBLADE X series**

[beyblade.takaratomy.co.jp/beyblade-x/](http://beyblade.takaratomy.co.jp/beyblade-x/)



### Brand Features

The modernized *bei-goma* “BEYBLADE” debuted in 1999 and is being enjoyed as content that “originated in Japan” all over the world across generations, from children to adults. The fourth generation “BEYBLADE X,” which started in July 2023, has cumulatively shipped more than 30 million units worldwide (as of April 2025), and the “BEYBLADE X WORLD CHAMPIONSHIP 2025” world tournament is scheduled to be held in October 2025. Bladers selected from tournaments in each region of the world will gather in Japan to engage in spirited battles. Additionally, the new “Infinity Stadium,” where exciting battles with continuous X(extreme) Dashes can be enjoyed is scheduled to launch in fall of 2025.



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### [Features Recognized]

BEYBLADE has sparked a global craze through three generations: the first generation starting in 1999, the second generation starting in 2008, and the third generation starting in 2015, and over 520 million units have been shipped cumulatively across more than 80 countries and regions worldwide (as of April 2023).

Additionally, the current fourth generation “BEYBLADE X,” which started in July 2023, has already exceeded a cumulative total of 30 million units worldwide as of April this year. The official virtual space “BEYBLADE CITY on Roblox” on the “Roblox” global metaverse platform has also exceeded 15 million visits as of March 18 this year. It is currently experiencing its fourth global boom, making it a truly globally successful content originating from Japan, which is why it was selected this time.

## List of Excellence Award winners of the 2025 Japan Toy Awards

## [Basic Category]

LICCA doll-sized crane games and Spo-Cha for the whole family to enjoy!



### **“LICCA’s Lively Illuminated Crane: Let’s Go to Round 1!”**

[Now on sale / JPY 7,480 (tax included)]

[licca.takaratomy.co.jp/products/house/round1/](http://licca.takaratomy.co.jp/products/house/round1/)



© TOMY \*Dolls are sold separately.

### [Features Recognized]

It was recognized for its pretend play, as well as allowing family and friends to enjoy popular content from Round 1 such as a crane game (patent obtained), bowling, and a free throw game, all in LICCA size.

## [Characters Category]

Anytime and anywhere! Find Pokémon with a shutter click and a shake!



### **“Pokémon SMAPHO ROTOM SHAKE”**

[Now on sale / JPY 10,990 (tax included)]

[www.takaratomy.co.jp/products/pokemon/rotom\\_shake/](http://www.takaratomy.co.jp/products/pokemon/rotom_shake/)



### [Features Recognized]

With a shake, the screen changes to show a forest or ocean, and a 360-degree view allows for photographing Pokémon and registering them to the index. This product is equipped with a camera and more, allows for a total of 30 kinds of play, and contains 900 Pokémon, the largest number to date. It was recognized as being a product that fuses digital and analog technologies.

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## [Games & Puzzles Category]

A quiz communication toy which allows for the enjoyment of real quiz battles



### “Quiz Buzzer 1st limited”

[Now on sale / JPY 4,950 (tax included)]

[www.takaratomy.co.jp/products/quizbuzzer/](http://www.takaratomy.co.jp/products/quizbuzzer/)



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#### [Features Recognized]

Setting and answering questions can be handled with this single buzzer that is equipped with lights, sounds, and a buzz-in assessment function, and includes 100 quiz cards supervised by QuizKnock, an intellectual entertainment unit. It was recognized for its marketability based on the “quiz battle” craze that’s popular on TV and that it allows for real quiz battles.

## [Digital Category]

This is the first collaboration for “Punirunes,” the LCD care toy with a new texture! There are 35 or more types of originally designed Sanrio characters!



### “Punirunes Sanrio characters”

[Now on sale / JPY 7,150 (tax included)]

[www.takaratomy.co.jp/products/punirunes/lineup/](http://www.takaratomy.co.jp/products/punirunes/lineup/)



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#### [Features Recognized]

It was recognized for allowing users to nurture many Sanrio character-style Punirunes with original designs, and enjoy a special space where they can greet 28 different characters, including rare interactions between characters that usually do not appear together.

## [Variety Category]

Pokémon pop out and can be squished with a poke! Enjoy playing with these Pokémon!



### “Pokémon Pyokopunyu” Series

[Now on sale / JPY 2,200 each (tax included)]

[www.takaratomy.co.jp/products/pokemon/pyokopunyu/](http://www.takaratomy.co.jp/products/pokemon/pyokopunyu/)



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

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\* The images are for visual representation purposes only.

#### [Features Recognized]

Made out of silicon material, the Pokémon’s lovable popping jump and cute chattering after pressing them is so charming. It has a usability that is simple and clear, and amply recreates each Pokémon’s personality. It was highly recognized for the pleasantness of its texture play that makes users want to poke the Pokémon’s heads again and again.

## [Accessible Design Toys Category]

Designs that let anyone play with this product, such as a power switch with a bump relief and braille stickers, earned it a Guide Dog Mark



### “Pokémon Scanning and Learning”

[Scheduled for launch on Saturday, September 20, 2025 / JPY 6,600 (tax included)]

[www.takaratomy.co.jp/products/pokemon/word\\_scanner/](http://www.takaratomy.co.jp/products/pokemon/word_scanner/)

#### [Features Recognized]

While children with visual disabilities cannot learn letters with LCD toys, analog toys have the potential to become accessible-design toys. As such, it was recognized for the various considerations made to ensure it functions as an accessible-design toy, such as the provision of necessary braille stickers for games and the alteration of the shape of control buttons.



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#### <The 2025 Japan Toy Awards>

The Japan Toy Awards were established in 2008 with the hope of creating and spreading more quality toys that everyone can enjoy comfortably. Founded with a mission to provide an opportunity for many consumers to get to know toys and enjoy them, the Japan Toy Awards were presented for the 17th time this year. Out of a total 350 products submitted by 44 companies, award winners were selected through rigorous examinations by experts with keen eyes. Three Grand Prize winners and six Excellence Award winners were selected for each of the following nine categories. Other awards selected by the association include the Outstanding Sales Award and the Special Award.

- |                                     |  |
|-------------------------------------|--|
| 1. Educational Toys Category:       | Toys that are helpful to intellectual training, education and coursework   |
| 2. Basic Category:                  | Basic toys that develop the five senses  |
| 3. Action Category:                 | Toys with which you can play actively  |
| 4. Characters Category:             | Toys that are based on character intellectual properties and capture their unique worldviews                                       |
| 5. Games & Puzzles Category:        | Board games, action games, card games, puzzles, etc.   |
| 6. Digital Category:                | Digitally specialized toys   |
| 7. Variety Category:                | General merchandise, collectible toys, surprise toys, magic, etc.  |
| 8. Kidult Category:                 | Products targeted primarily at adults  |
| 9. Accessible Design Toys Category: | Toys that are thoughtfully designed so that children with and without visual or hearing disabilities can enjoy playing with them   |
| ★ Outstanding Sales Award:          | Toys that made a significant contribution to the retail sector by driving the Japanese toy market in the year ended March 31, 2025 |
| ★ Special Award:                    | Toys that have significantly contributed to the toy industry and are worthy of recognition   |

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#### For product inquiries from consumers, please contact:

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