All I want for Christmas isâ€¦

12-12-2025

Royal Mail and Santa reveal the most asked for toys â€“ and not a single electronic gadget makes the top 10!

With just weeks to go until Christmas, Royal Mail has revealed this year's Top 10 most wanted presents, according to children in their special letters to Santa.

Santa's team of Royal Mail elves, who have managed the Christmas mailbag for over 60 years, have carried out the most authoritative survey of children's wishes this Christmas.

Unlike most toy surveys in the run up to Christmas, Royal Mail's findings come directly from the children themselves. The 2025 sees a return to more traditional toys with no electronic devices making the list.

This year sees an almost repeat of the top three gifts asked for in 2024.

Lego retains the top spot, with Barbie in second place and scooters, bikes and skateboards combined in third.

Children across the UK will be looking extra smart this Christmas, both during the day and at bedtime, as clothes and pyjama sets ranked as the fourth most requested gifts.
Books take the fifth spot, proving that traditional gifts still hold strong appeal for children and parents alike.

In sixth place, chocolate and sweets remain a festive staple, adding a little extra sweetness to the celebrations.

Seventh on the list is Labubu, the quirky collectible character that's become a surprise hit among kids and collectors.

Up next in eighth is Stitch, the beloved blue alien from Lilo & Stitch, which continues to charm fans of all ages.

Ninth place goes to "a surprise", showing that many children still love the thrill of not knowing what's under the tree.

Finally, make-up rounds out the top ten, holding steady from last year as older kids and teens embrace creative self-expression.

The findings come from Santa's helpers' analysis of letters sent to Santa, and reveal what children REALLY want for Christmas this year.

The Top 10 most requested toys of 2025 are:

1. Lego
2. Barbie / doll
3. Bike / scooter / skateboard
4. Clothes / pyjamas
5. Books
6. Chocolate / sweets
7. Labubu
8. Stitch (from Lilo and Stitch)
9. A surprise…
10. Make-up sets

Head of Santa's Mailroom, Jennifer Robb, has the important task of ensuring children's letters reach Reindeerland in the North Pole. She said: "It's wonderful to see the magic of Christmas shining through in this year's wish lists.

"Lego and Barbie continue to lead the way, but we love the mix of timeless favourites like bikes, books and sweets alongside popular character collectibles such as Labubu and Stitch. Whatever's under the tree, it's clear that simple joys are at the heart of every child's Christmas."

Royal Mail is making Christmas even more magical this year their Magical Card Prize Draw giving card senders a chance to win a share of £500,000 every day. From 1 to 24 December, Royal Mail is giving away a £10,000 prize every day, shared equally between the winning card's sender and the recipient, with a bumper giveaway of £100,000 on Christmas Eve. To enter, simply take a photo of a Christmas card with a 2025 Christmas stamp and the word 'magical' written on the envelope. Upload it to www.royalmailmagic.com along with details of you and the recipient.

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