Hasbro Is ‘Inspiring a Lifetime of Play’ at 2026 Toy Fair® With Premier Collaborations, Entertainment Announcements and New Products

February 14, 2026

Visit Hasbro Booth #403 at the Javits Convention Center for debuts across BABY ALIVE, DUNGEONS & DRAGONS, MAGIC: THE GATHERING, MONOPOLY, NANO-MALS, NERF, PEPPA PIG, PLAY-DOH and TRANSFORMERS, as well as premier partner brands BEYBLADE X, KPop Demon Hunters*, Marvel,* Star Wars ™ *and more*

Watch Hasbro’s Toy Fair Sizzle Video and Download the Product Lookbook HERE

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 14, 2026-- Hasbro, a leading games, IP and toy company, returns to the North American International Toy Fair® at the Javits Convention Center in New York (February 14-17, 2026) with a dynamic slate of product reveals and franchise milestones that blend pop culture with play. Throughout the weekend, Hasbro will welcome fans and partners at Booth #403 to experience the latest across its iconic brands.

This year’s show highlights meaningful new storytelling across Hasbro’s portfolio—including the first-ever **PEPPA PIG** toy featuring George with his hearing aid—alongside the most ruthless version o**MONOPOLY** yet with MONOPOLY Deal No Mercy. Adding to the buzz are a brand-new **FURBY** called FURBY Vibes, adorable **BABY ALIVE** co-brand with Burt’s Bees, the nostalgic return of **CROSSFIRE**, cutting-edge innovations for action favorites **BEYBLADE X, NERF** and **TRANSFORMERS,** a deliciously creative new **PLAY-DOH** campaign and fresh entertainment-inspired offerings from powerhouse Disney Consumer Products brands **Marvel** and ***Star Wars™***. Across every category, Hasbro is “Inspiring a Lifetime of Play” with products and experiences that spark imagination, creativity, learning, excitement and self-expression.

Hasbro also comes to Toy Fair with strong licensing momentum following recently announced agreements with Warner Bros. Discovery Global Consumer Products for **Harry Potter**, Netflix for ***KPop Demon Hunters***, Legendary Entertainment for ***Street Fighter*** and Amazon MGM Studios for ***Voltron***. These new partnerships expand Hasbro’s global influence and reinforce the company’s partner-scaled growth strategy.

“Play is evolving into a more immersive, connected experience driven by storytelling and fandom. At Hasbro, we’re inspiring a lifetime of play by creating moments that bring fans and families closer to the brands they love,” said Tim Kilpin, Hasbro’s President of Toys, Games, Licensing and Entertainment. “This year’s Toy Fair showcase highlights our growing portfolio of IP, from a robust entertainment slate with The Walt Disney Company to new *KPop Demon Hunters* toys, with more to come across Harry Potter, *Street Fighter* and *Voltron*. Paired with continued innovation across beloved franchises including PEPPA PIG, PLAY-DOH, TRANSFORMERS and others, our 2026 offerings are designed to engage more consumers and deepen fandom worldwide.”

In addition to its show-floor presence, Hasbro will take the Toy Fair stage with **Kim Boyd**, President, Global Licensing and Entertainment, participating as a panelist in “Your Guide to Licensing and Collaborations with the Key Players in the Toy Industry” on Saturday, February 14 from 3:50 PM – 4:30 PM at the Toy Fair University Theatre. During the session, Boyd will share insights into Hasbro’s licensing strategy and key focus areas for the future.

To kick off Day 1 of Toy Fair, Hasbro announces the following major brand moments and product launches debuting this year.

Partnership Announcements

- **Hasbro x Harry Potter:** Hasbro announced a multi-year licensing partnership starting in 2027 with Warner Bros. Discovery Global Consumer Products (WBDGCP) to bring the Harry Potter universe to life through a range of film and HBO Original series-inspired products featuring dolls, role play, action figures & collectibles, interactive plush, board games and more to be revealed later this year.
- **Hasbro x *Street Fighter*™:** On February 2, Hasbro announced a new licensing partnership with Legendary Entertainment timed to the highly anticipated live-action *Street Fighter* movie arriving in theaters October 16, 2026. The collaboration will bring the film’s iconic characters to life through a line of action figures, toys, and collectibles, extending the experience from the big screen into the hands of fans worldwide.
- **Hasbro x *Voltron*:** On February 4, Hasbro announced a new licensing collaboration with Amazon MGM Studios to produce action figures, toys and roleplay for the studio’s upcoming live-action *Voltron* movie.

Product Reveals

- **BABY ALIVE:** BABY ALIVE expands its nurturing play lineup with new bedtime-inspired dolls designed for comfort, connection and early caregiving. Anchored by a new co-brand with Burt’s Bees Baby, the collection introduces soft, snuggly dolls with cozy sleepwear and soothing accessories.

- **BEYBLADE X:** Hasbro raises the stakes with the BEYBLADE X Sneak Attack Battle Set, featuring an all-new stadium with a pop-up rail and X-Celerator Rail that can dramatically change battles with high-speed Xtreme Dash action and explosive collisions. The lineup also introduces the BEYBLADE X Clip & Rip Launcher Set, designed for on-the-go play with a belt- and backpack-ready clip and built-in ripcord storage. Both sets launch in July 2026, giving Bladers new ways to battle anytime, anywhere. Stay tuned for more epic bursts and battles later this year.
- **CROSSFIRE:** With a legacy of 55 years, we're bringing back fun and nostalgia by getting kids and parents caught up in CROSSFIRE. In this epic shootout showdown, players rapidly blast their marbles across the arena to knock pucks into the opposing end zone. Featuring a modern arena, score tracking, and all-in-one storage, CROSSFIRE is built for action-packed fun and portability.
- **DUNGEONS & DRAGONS:** DUNGEONS & DRAGONS looks to build off a strong year that attracted new players and re-energized veteran tabletop gamers with exciting partnerships like *Stranger Things: Welcome to the Hellfire Club,* new offerings for those looking to say yes to their first adventure like DUNGEONS & DRAGONS Starter Set: Heroes of the Borderlands, and fan favorite universes like the *Forgotten Realms*. 2026 will create even more excitement to surprise and delight fans both old and new, bringing D&D further into pop culture consciousness.
- **FURBY:** Hasbro's newest FURBY toy - FURBY Vibes - takes self-expression to the next level with interactive, swappable glasses that unlock three distinct vibes – Star Diva, Chill Spa, and Punk Rocker – each packed with its own music, sounds, phrases, and games. With interactive play, expressive modes, and customizable style, FURBY Vibes is a personality-packed companion that's all about music, moods, and being unapologetically FURBY.
- ***KPop Demon Hunters:*** Hasbro is bringing the music, magic and demon-hunting energy of Netflix's most popular film into play, with a collection that lets fans step into the world of HUNTR/X through roleplay toys, collectibles and games. The range includes NERF gear inspired by each member's signature weapons, IR-syncing electronic light sticks, interactive FURBY Furblets, and MONOPOLY: *KPop Demon Hunters* Edition for team-based game night fun.
- **MAGIC: THE GATHERING:** Wizards of the Coast, and Nickelodeon have announced that the heroes in a half shell are heading into the world's premier collectible card game as fans got the first look at *Magic: The Gathering | Teenage Mutant Ninja Turtles*. The upcoming Universes Beyond set launches globally on March 6 and brings decades of Turtle Power to Magic with the famous heroes along with their infamous foes and friends. For players who grew up watching the adventures of Leonardo, Raphael, Donatello and Michelangelo, they can now share those stories with a new generation of Magic players. Download the latest assets for *Magic: The Gathering | Teenage Mutant Ninja Turtles* here.
- **Marvel Preschool Product Lineup:** Designed for kids and kids at heart, new action figures, vehicles and playsets are coming to the popular toy lines inspired by Disney Jr.'s hit series *Marvel's Spidey and his Amazing Friends* and *Marvel's Iron Man and his Awesome Friends*. Fans can swing into action with the new "Rescue-Webs" themed product line from season five of *Spidey and his Amazing Friends* that features the Rescue Webs Web-Quarters playset, and enjoy other exciting toys inspired by the new Iron Man "Giant-Sized Armor" storyline featured in upcoming episodes later this year.
- **MONOPOLY Deal No Mercy:** Make bank, not friends in the most ruthless MONOPOLY Deal edition yet. MONOPOLY Deal No Mercy game brings meaner swaps, sneakier deals, and nastier schemes. Unlike in the classic MONOPOLY Deal game, a set can be stolen instantly, Action cards can be used to charge double rent and force someone to hand over their Bank, and when a player can't pay an opponent, they must fork over a debt chip and pay them back with one of their cards.
- **NERF Rebel Ops:** NERF is launching a new hero inspired line of blasters with Rebel Ops. NERF Rebel Ops is a bold new lineup that transforms classic dart battles into role-driven missions where every player becomes the main character. Inspired by the video games kids love, each Rebel Ops blaster is built around a distinct battle role and "ultimate ability," letting players choose how they want to dominate the field, whether through power with the NERF Rebel Ops Doom Canon, the NERF Rebel Ops Deadeye blaster for defensive approach, or with the NERF Rebel Ops Ammohawk for precision, high-impact action. Rebel Ops delivers eye-catching designs, customizable attachments, and standout performance at every price point, available at most major retailers this July 2026.
- **PEPPA PIG:** PEPPA PIG introduces a meaningful new storyline in Season 11 as George, Peppa's little brother, is revealed to be moderately deaf. Developed with guidance from National Deaf Children's Society, the Hearing Loss Association of America (HLAA), and Camilla Arnold, a deaf executive producer and script consultant, the storyline expands on PEPPA PIG's history of representation in preschool entertainment. The story comes to life on screen this spring on Nickelodeon and in play with the PEPPA PIG Joke & Sing George Figure, the first toy to feature George with his hearing aid, available now at Amazon. The new toy assortment also includes Ready, Pedal, Go Peppa, an interactive playset that lets kids help Peppa learn to ride her bike.
- **PLAY-DOH:** Imagination is served fresh with a new collection of food-themed PLAY-DOH playsets, letting kids explore creativity through pretend cooking, crafting, and storytelling. From the Super Sizzlin' Kitchen with realistic sounds to the Wok & Wonton set, Crazy Waffle Café, Stamp and Spin Pizza Playset and sweet options like the Donut Drop Shop, each set delivers hands-on, sensory-rich fun. Rounding out the range, the Treats To Go assortment adds portable, food-shaped creativity for imaginative play anywhere.
- ***The Mandalorian and Grogu* Product Lineup:** Enter "a galaxy far, far away...." and gear up for *The Mandalorian and Grogu* film release. Hasbro is launching a full slate of out of this world toys based on the highly anticipated *Star Wars* film, including new action figures from THE BLACK SERIES and THE VINTAGE COLLECTION product lines, as well as ACTION BUDDY GROGU, ACTIONVERSE 4.5" FIGURES and more.

- **TRANSFORMERS:** A new wave of toys to honor *THE TRANSFORMERS: THE MOVIE*'s 40th anniversary has been revealed, including THE MATRIX OF LEADERSHIP premium electronic movie replica and STUDIO SERIES product line additions of Shockwave, Skywarp, Wheeljack, Kranix, Sunstreaker, Astrotrain and Snarl. More anniversary celebration details to follow soon.

For more information, visit the Hasbro Corporate Newsroom and follow Hasbro on LinkedIn, Instagram or Facebook.

About Hasbro
Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

About Wizards of the Coast
Wizards of the Coast develops and publishes legendary games that inspire creativity, forge friendships and build communities of global fans. A division of Hasbro, a leading games, IP and toy company (NASDAQ: HAS), Wizards delivers premium experiences for gamers across tabletop, video games, and digital platforms based on both new and time-honored brands, including its best-known franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and from Hasbro's unparalleled portfolio of thousands of iconic marks.

Wizards' diverse studio network includes first-party developers Archetype Entertainment, Invoke Studios, Atomic Arcade and Skeleton Key as well as co-venture and license partners. Headquartered in Renton, Washington, Wizards fosters world-class talent to create unforgettable play experiences on all platforms. To learn more about Wizards, visit https://company.wizards.com or Wizards of the Coast on LinkedIn.

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