

The Retail Category Finalists

Best Supermarket Retailer of Preschool Products

- Aldi
- Asda
- Lidl
- Morrisons
- Sainsburys
- Tesco

Best Multiple Retailer of Preschool Products

- The Entertainer
- Hamleys
- · Jo Jo Maman Bébé
- Mothercare
- Smyths
- Toys R Us

Best Mixed Retailer of Preschool Products

- Argos
- B&M
- Boots
- M&S
- Matalan
- Primark



Best Department Store Retailer of Preschool Products

- Bentalls of Kingston
- Debenhams
- · Fords of Oakham
- Harrods
- John Lewis
- JH Lorimer

Best Online Retailer of Preschool Products

- Amazon
- Kiddicare
- Pramworld
- Tesco
- Uber Kids
- Very

Best Preschool Retail Initiative

- Barnardo's, for its merchandise and event partnership with Teletubbies.
- Hamley's, for its Christmas toy parade.
- JoJo Maman Bébé, for its One Mother to Another campaign .
- Mothercare, for its social media campaigns with Amanda Jenner's Potty Training Academy.
- Mums, Tums and Babies, for its innovative approach to retail.
- Tales On Moon Lane, for its Jolly Phonics sessions.



Best Independent Nursery Retailer

- A3 Baby Barn, Chessington
- · BushBabes, Cheshunt
- · Great Expectations, Brighton
- Lesters Nursery World, Manchester
- Natural Baby Shower, Bagshot
- Precious Little One, Grantham

Best Independent Apparel Retailer

- Chickadee, Cirencester
- Our Kid, Manchester
- Panache Kids, Hoddesdon
- Popsy & Peanut, Towcester
- The Pud Store, Newark
- · Ragamuffin, New Alresford

Best Independent Toy Retailer

- Cuthberts Toys, St. Albans
- Eve's Toy Shop, Llandeilo
- Hubbard's Toy Cupboard, Hinckley
- Moons Toymaster, Newmarket
- My Small World Toy Store, Bath
- Newark Toymaster, Newark

Best Independent Giftware Retailer

- · Harmony at Home Children's Eco Boutique, Worthing
- Kids Stuff Toys, Chichester
- Pickles & Poppets, Bristol
- Poppets, Hove
- Raspberry Rascals, Bury St. Edmunds
- Semmalina Star Bags, Westminster