

Meijer Keeping Prices Low on Hundreds of Top Toys this Holiday Season

Retailer's gift guide is full of toy ideas under \$10, \$20 and \$30

GRAND RAPIDS, Mich., Oct. 15, 2025 /PRNewswire/ -- Midwest retailer Meijer has the top toys and gifts for the holiday season at unbeatable value, with gift ideas arriving in mailboxes across the Midwest in the retailer's annual [Holiday Toy Guide](#). From new LEGO sets and Barbies to the latest technology from Apple, PlayStation, and Nintendo, the nostalgic catalog-style guide leads with gifts at a value, including categories for gifts under \$10, \$20, \$30 for budget-friendly shopping.

"We know families are busy and budgets are stretched, so we are focused on keeping prices low and making it easy for parents to get amazing gifts for everyone on their list," said Becky Bronkema, Vice President of Hardlines at Meijer. "Meijer is truly a one-stop shop for the holidays, providing convenience and value while still bringing that joy and magic to families."

The Meijer Holiday Toy Guide is an annual favorite for Midwest families to explore gift ideas from classic toys to holiday exclusives and brand-new items. Corresponding online QR codes make shopping easy for those who prefer the ease of Meijer Delivery or Pickup. In addition, the retailer is bringing back its special Santa Bucks coupons during select weeks in November and December, as well as double mPerks on toys through November 4 to help shoppers save on gifts all season long.

Top Toys for 2025 include:

- **LEGO Botanicals Happy Plants:** Plant enthusiasts can create their own indoor garden that never needs watering. Green thumbs will enjoy constructing a whimsical baby dracaena and baby pilea to brighten any play space, shelf, or desk.
- **Wonderfully You 18" Dolls:** This Meijer-exclusive line lets kids choose from eight dolls, clothing items and accessories, offering endless possibilities for creative play.
- **Play-Doh Barbie Designer Fashion Show:** This set encourages kids to become designers by molding and styling outfits for Barbie dolls using PLAY-DOH compound and tools, encouraging creativity, self-expression, and imaginative play. Other great new Barbie gifts include an [80th Anniversary Barbie](#), Holiday Ken and a Barbie Advent calendar to count down the season.
- **Stitch gifts:** From the new live-action hit Disney movie, *Lilo and Stitch*, this lovable alien is back! Gift ideas include the [Many Moods of Stitch Interactive Plush](#), [Angel Weighted Plush](#) or [Collectible Stitch Figures](#).
- **Tonies Toniebox 2 Ms. Rachel Starter Set:** The Toniebox 2 engages kids with screen-free, interactive audio play featuring their favorite characters, including Ms. Rachel.
- **Jurassic World Villain Dino:** This authentic Distortus rex action figure brings the excitement of Jurassic World Rebirth home with intimidating rumbles and roars.
- **Fuggler Plush:** These funny-ugly monsters are known for their mischievous antics and straight-up bonkers appearance, including creepy eyes and human-like teeth.

Top Tech Gifts for 2025 include:

- **Nintendo Switch 2:** Start your next gaming adventure with the Nintendo Switch 2 system - packed with upgrades and fun ways to connect and play together.
- **PlayStation 5:** Experience lightning-fast loading with an ultra-high-speed SSD, deeper immersion with support for haptic feedback, adaptive triggers and 3D audio, and an incredible collection of PlayStation games.
- **Apple AirPods Pro 3:** The world's best in-ear Active Noise Cancellation, with heart rate sensing during workouts.
- **iPad A16:** iPad is more capable than ever. Get things done, express yourself, and stay immersed in your

favorite activities, all on a stunning 11-inch Liquid Retina display.


Customers can find the retailer's digital Holiday Toy Guide online at [meijer.com](https://www.meijer.com). Charitable organizations can get 10 percent off on gift purchases of \$100 or more by showing their W-9 at the customer service desk.

In addition to toys, Meijer is a one-stop shop for gifts for the whole family, offering a wide selection of apparel for all ages, stylish and comfortable shoes, the latest electronics, and a wide range of home goods to brighten up any space. Shoppers can also find specialty food items, perfect for holiday entertaining or gift baskets, making it easy to check off every item on their list.

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

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For further information: Erin Cataldo, 616-735-8562, meijermediahotline@meijer.com

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