

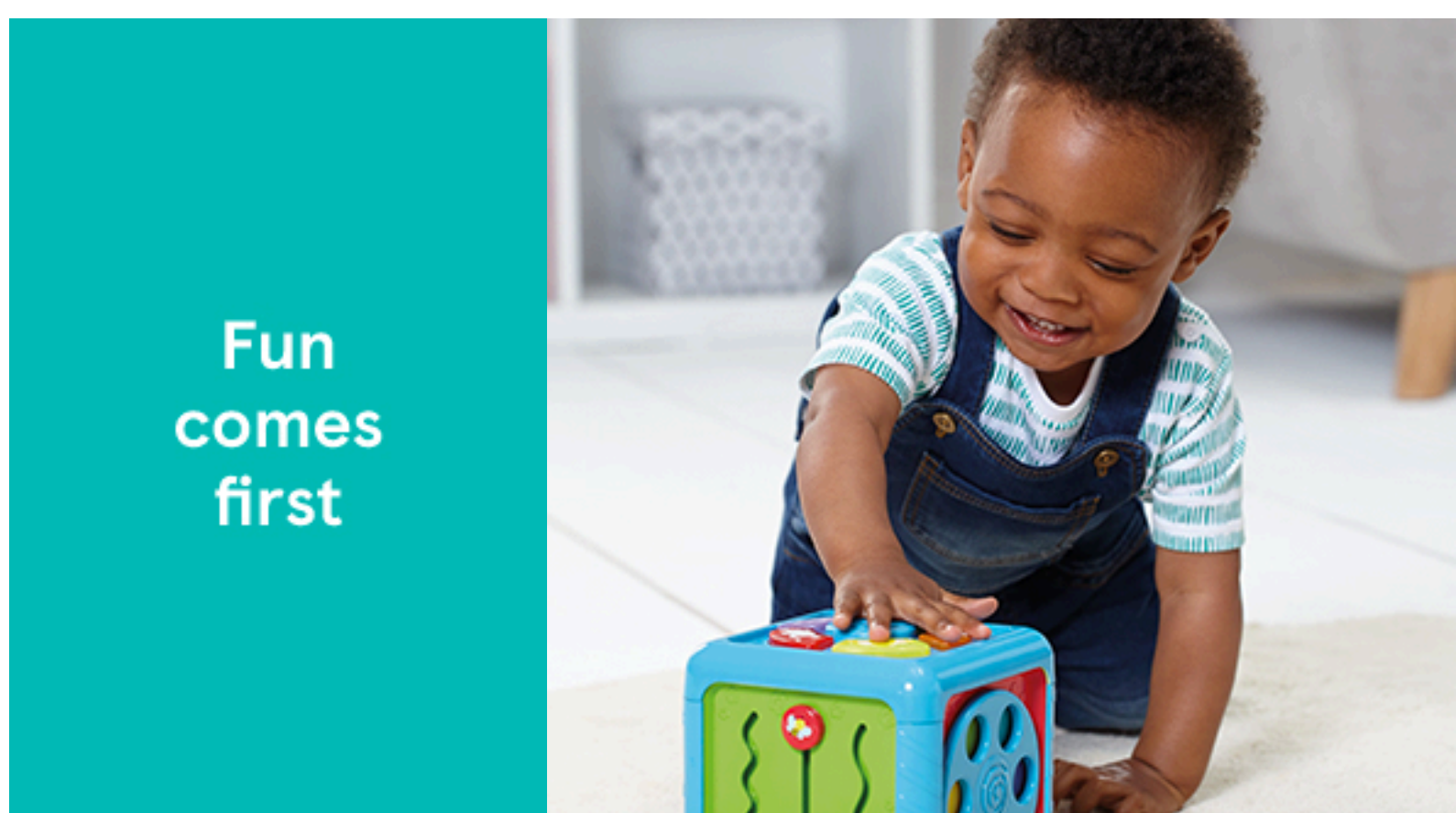
Carousel - our story



Discover endless worlds of play

From their first sensory adventures to interactive dolls and vehicles, Carousel toys spark imaginations, so your child can create bigger and better worlds of play

Why we created Carousel

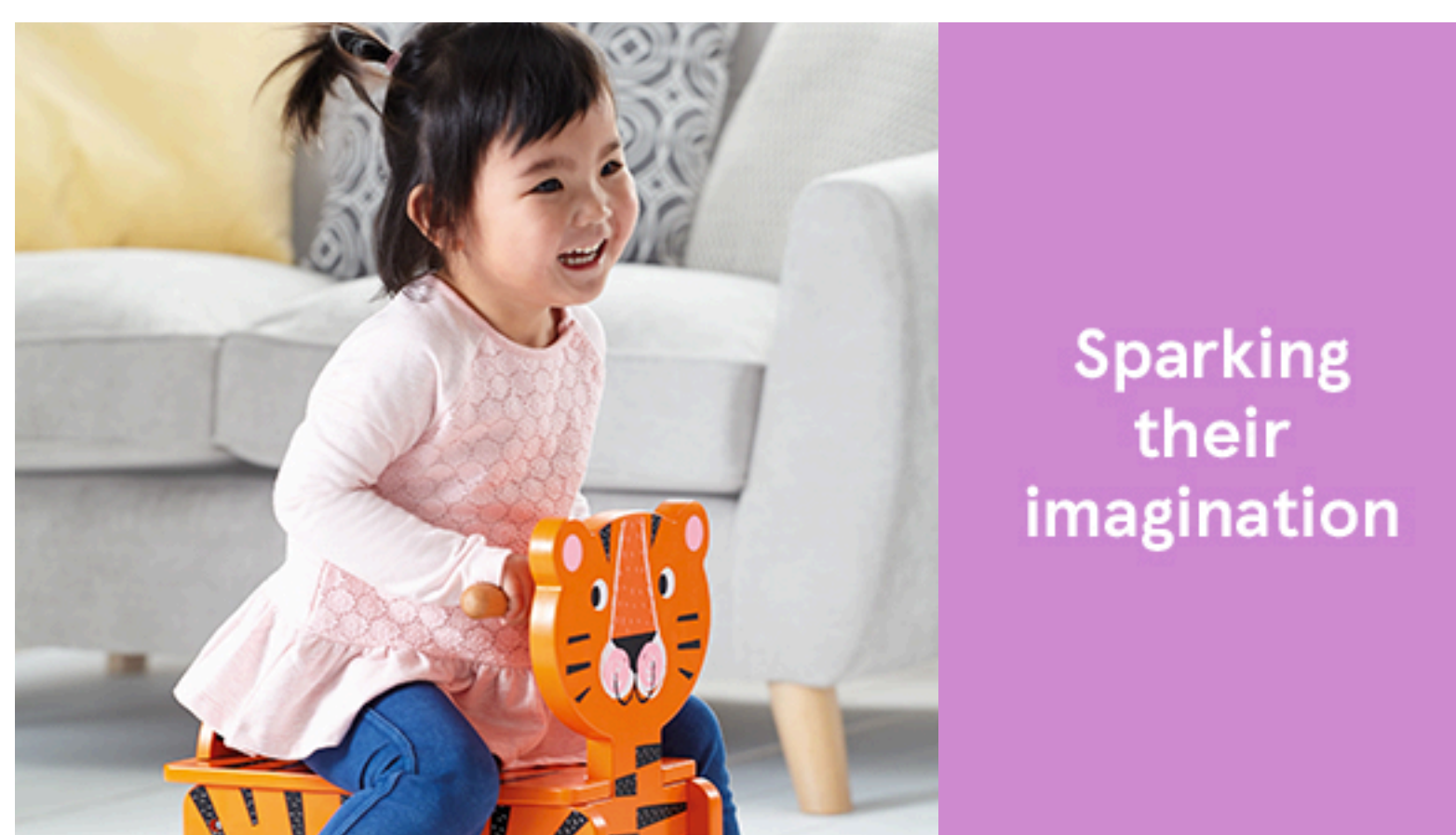


Make playtime fun for longer

Fun. It's the reason why we all grow up loving toys from an early age – and why it's top of the list when it comes to our range. With Carousel, children of all ages can discover endless ways to play

Inspiring amazing adventures

Our toys aren't just toys, they're the beginning of adventures and stories, a spark that surprises and delights. We're always looking for the next adventure and take pride in discovering and creating new ways for children to play



Creating new worlds of play

We always think about how our toys can be used together, making each one part of a greater range that can grow with your child. Starting with a little car or doll, they can create bigger and better worlds as they develop

Toys you'll love living with

While fun comes first for all our toys, it's the attention to detail that sets them apart. From keyboards with mark-free feet that won't spoil your dining table to volume control on noisy toys. And, of course, batteries are always included



Explore the Carousel range



Preschool



Nursery



Vehicles



Dolls

Carousel



Make playtime fun for longer

Carousel toys are the beginning of adventures and stories. They spark children's imaginations by creating new and engaging ways to play, so they have fun for longer, time and time again

Fun comes first

We offer endless possibilities for playtime

Sparking imagination

Our toys are the beginning of adventures and stories

Worlds that grow

Create new worlds of play as your child gets bigger

Shop by age

0 months to 18 months >

18 months to 2 years >

2 years to 5 years >

5 years to 8 years >

Explore the Carousel range



Preschool

Start a band with our musical instruments, whip up a feast with our kitchens, build a dream train track... So many adventures are in store!

[Shop preschool toys >](#)

Nursery

From musical to sensory toys, your little one will have plenty to bang, rattle and scrunch, as they explore new worlds of sound and texture

[Shop nursery toys >](#)



Vehicles

Build your own bustling city filled with cars, trucks, remote control racers and more. Beep-beep, vroom-vroom!

[Shop vehicles >](#)

Dolls

Welcome to Emmi's world, filled with interactive dolls and lots of little accessories. She can't wait to be part of your family!

[Shop dolls >](#)



Why choose Carousel?

Make playtime fun for longer

Discover how we've created toys your children will come back to time and time again

[Read our story >](#)

