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Toys R Us ditches 'girls' and 'boys' categories online as retailers selling to children come under increasing pressure to go gender neutral

- Toys R Us have dropped gender filter from its website
- Shoppers now choose by age group, brand or type of toy
- Move comes after pressure from Let Toys Be Toys campaign group
- Retailer removed explicit references to gender from stores in 2013

By [Siofra Brennan For Mailonline](#)

Published: 10:17 EST, 22 November 2015 | Updated: 12:01 EST, 22 November 2015

Retail giant Toys R Us has stopped categorising products as 'boys' or 'girls' toys on its website after coming under pressure from campaigners.

The move occurs two years after a meeting with campaign group Let Toys Be Toys, and now shoppers will search products by age group, brand or type of toy rather than by gender.

It makes the company entirely gender neutral, both in stores and online, following complaints that categorising toys puts girls off playing with science and construction sets, and makes boys feel they can't take an interest in dolls.

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Retailer Toys R Us has stopped categorising products as 'boys' or 'girls' toys on its website after coming under pressure from the campaign group Let Toys Be Toys



Let Toys Be Toys @LetToysBeToys · 2h

Great news! Two years after our meeting, @toysrusuk has finally agreed to #lettoysbetoy & ditch the online labels

The pressure group met with the retailer two years ago to discuss concerns, and the company made their marketing material more inclusive and their in-store displays gender neutral

In 2013, Toys R Us agreed to make their marketing more inclusive and stop categorising products as 'boys' or 'girls' toys in their branches.

Now let Toys Be Toys have praised the retailer's latest step.

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A representative of the group announced the news on Twitter this morning, saying: 'Great news. Two years after our meeting @toysrusuk has finally agreed to #lettoysbetoys & ditch the online label.'

One follower, Becci Seacombe, praised the move, saying: 'Yay, it's a start...'

The screenshot shows the Toys R Us website interface. At the top, there's a navigation bar with the Toys R Us logo and links for 'All I Want for Christmas', 'Terrific 20', '1/2 Price Toys', 'Christmas Shop', 'Gift Cards', and 'My Account / Sign In'. Below this is a blue header with a search bar, a 'SHOP BY' dropdown menu, and a 'Basket' icon showing 0 items. The main content area is divided into sections: 'Age' (3-4 Years, 5-7 Years, 8-11 Years, Big Kids), 'Featured Brands' (Disney Shop, Fisher-Price, LeapFrog, Lego, Little Tikes), and 'Featured brand' (Disney, with an image of Buzz Lightyear). A sidebar on the left lists various categories like 'Brands', 'Toys', 'Learning Toys', 'Kids Room', 'Outdoor & Sports', 'Bikes & Ride-ons', 'Video Games', 'Technology & Gadgets', and 'See All Categories'. At the bottom of the sidebar are 'Special Offers', 'Gift Cards', and 'Exclusives'.

Shoppers can now search the website using filters such as age, brand and type of toy

The pressure group which represents thousands of shoppers concerned with sexism in the toy industry and its impact on children, regularly post examples of sexist marketing of toys and products to children.

They recently urged Boots to change the way they sell toothbrushes after a follower shared an image of pink Barbie brushes for girls, while the boys' version was emblazoned with Spiderman.

'Could you change this please,' they wrote. 'Boys and girls have the same teeth.'

MailOnline has contacted Boots for comment.



Becci Seaborne @BecciSeaborne · 5m

Yay, it's a start... **Toys R Us** has stopped selling toys by gender
i100.io/mtzX5Bd @LetToysBeToys



Supporters have praised the move, after Let Toys Be Toys announced the news on their Twitter feed earlier this morning



Let Toys Be Toys Retweeted



Rob Bell @RobPHF · 19h

@LEGO_Group & @johnlewisretail Warning! Children don't like how you define them, pink or blue @LetToysBeToys



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Shoppers regularly share images of what they perceive as sexist marketing to children. One user slammed John Lewis for this shop display as well as Lego for putting girls' sets in pink boxes

John Lewis has also come under fire for the layout of their Lego products.

A Let Toys Be Toys supporter called Rob Bell posted an image of the store's Lego shelves, which were divided by gender.

Disney products in pink packaging sat on one side, while the kits to build cars and spaceships were kept separate on the other shelf.

'Warning!' he wrote. 'Children don't like how you define them, pink or blue.'

MailOnline has contacted John Lewis for further comment.



Let Toys Be Toys @LetToysBeToys · 24h

Erm... @BootsUK could you change this please? Boys & girls have the same teeth!



Verity @Veevee57

Just bought my daughter a 'boy's toothbrush' @BootsUK @EverydaySexism @LetToysBeToys



One user was irate to see pink Barbie toothbrushes for girls and Spiderman brushes for boys on sale in Boots

Meanwhile toy company Mattel has been praised this week for its advertisement for the new Moschino Barbie, which features an adorable boy with a mohawk.

The boy is seen giggling with two female friends as they play with the dolls

'Moschino Barbie is so fierce!' he then says to the camera as he holds Barbie's bag.

It's the first Barbie advertisement to ever feature a boy playing with the doll, and has been praised for challenging gender stereotypes.



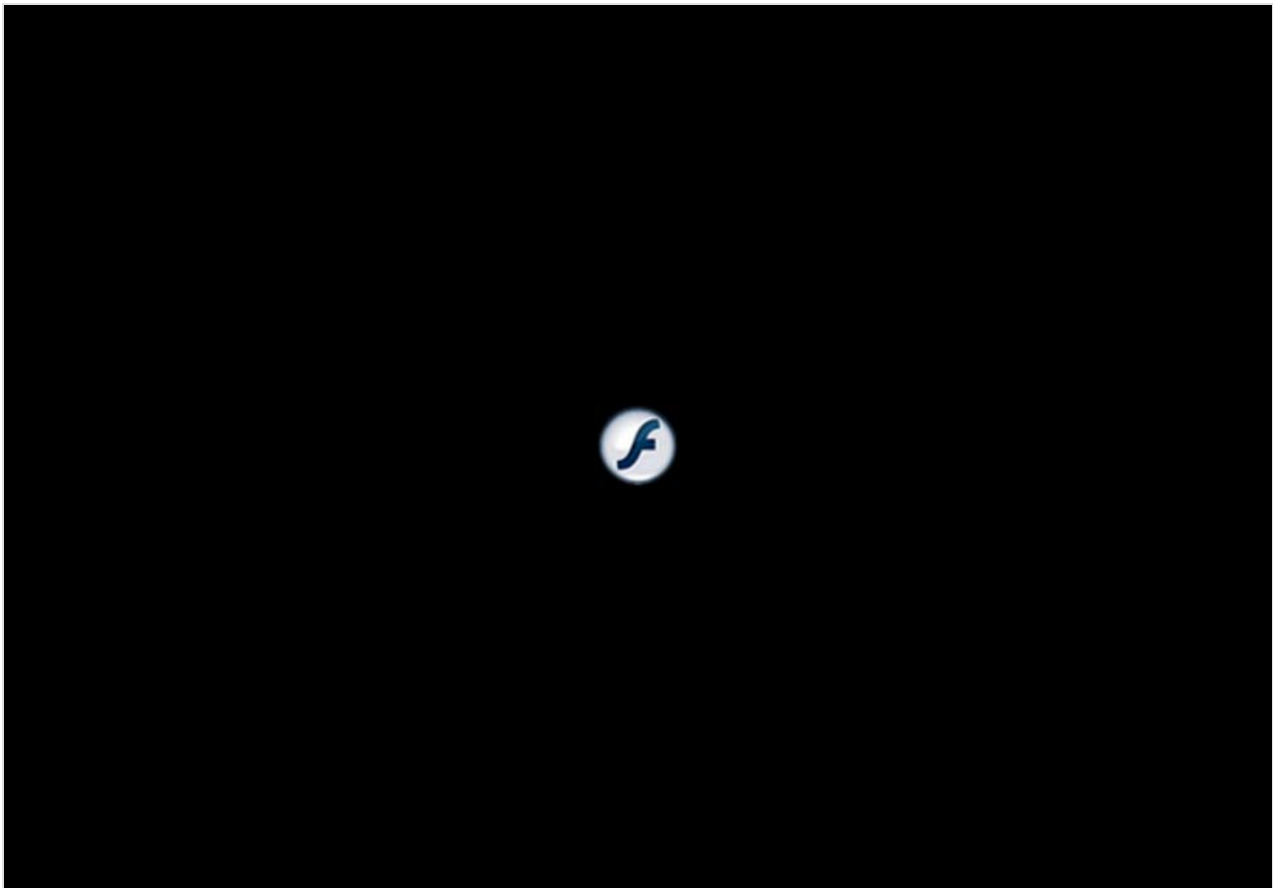
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Toy company Mattel was praised this week for their first ever Barbie ad showing boy playing with the doll



'This almost made me cry!' wrote one person on YouTube. 'I used to play with my sister's Barbies and felt such shame afterward. I'm so glad we can just let kids be kids.'

'Thank you for this! Boys like dolls too!'

Another YouTube user said they wished the commercial had been around when they were growing up.

'This makes me so happy for the future generation and I hope it'll catch on and destroy gender stereotypes when it comes to toys.'

MailOnline has contacted Toys R Us for comment.



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[ocean](#), Somerset, United Kingdom, 8 minutes ago

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[e](#), Rojasles, 10 minutes ago

over it...PC garbage. The kids will choose what they want to play with, but by and large girls like pink and boys like mud. leave 'em alone!

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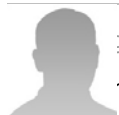
[ne](#), Edinburgh, 13 minutes ago

r feminist victory!

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[jlos](#), 13 minutes ago

ne gender fascis ts mean is that boys will be encouraged to play with dolls and girls will be encouraged to play with dolls. It is all part of the 'all men are evil' campaign.

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[portsmouth](#), 16 minutes ago

never ever been inside a Toys R Us shop.....its the logo i'm afraid, the different colours and the letters lead me to think that..... if you want to buy cheap plastic tat....this is the place for it,.....so I don't bother.

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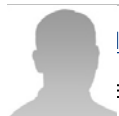
[mike](#), newquay, United Kingdom, 18 minutes ago

all this pc stuff minority wins over majority!

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[j](#), Launceston, United Kingdom, 21 minutes ago

gender neutral is the way forward why are women so unlikely to be sent to prison?

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[redkettle](#), Liverpool, United Kingdom, 22 minutes ago

Thanks to feminism...

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ited Kingdom, 27 minutes ago

I'm sick of the whole pink and blue divide, some girls like pink (and perhaps some boys) but no one needs everyting in that bright pink hue, it's too much! Bring back green, yellow, orange and purple!

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[derson](#), Cambridge, 27 minutes ago

adness continues unabated and the social engineering crowd in their element

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point, United Kingdom, 29 minutes ago

en start giving birth and women start tinkering with car engines we'll both be different sexes; not neutral. Some people should try biology at school.

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