



Bluey expands licensing to delight fans of all ages around the world



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- ***BBC Studios Unveils Global Licensing Growth Across All Categories for Bluey***
- ***Fashion and FMCG surge with global tie-ups including Converse and Colgate***
- ***Moose Toys, LEGO® and Penguin Random House continue to drive Bluey's dominance across play and publishing***
- ***International footprint expands as new launches and content rollouts announced for EMEA, Japan and Brazil***

September 30, 2025 – London: BBC Studios' global super hit *Bluey* has rapidly evolving into a culturally resonant brand with multigenerational appeal. Fresh off its fourth consecutive win at The Licensing Awards for 'Best Preschool Licensed Property,' *Bluey* will showcase exciting new opportunities at BLE 2025 across both core and emerging categories – including Fashion, FMCG, Toys, Books, and much more.

Suzy Raia, EVP, Global Consumer Products at BBC Studios shares:

"Bluey's ability to resonate across generations is what makes it so special. As we expand into new categories and continue to deepen the brand's presence across multiple markets, we're enabling fans of the series to engage with Bluey in ways that go well beyond the screen, while nurturing deep roots for a globally beloved brand."

Fashion and FMCG



Bluey and her family are fast becoming part of everyday life for fans everywhere as *Bluey's* consumer products footprint expands across lifestyle touchpoints. From pulling on a pair of limited-edition **Converse** to brushing teeth with *Bluey* toothpaste, the brand is showing up in homes, wardrobes, and morning routines around the globe.

Converse's global capsule collection of *Bluey* footwear, apparel and accessories for all ages sold through at speed. The first ***Bluey x Pottery Barn Kids*** collection has launched globally with organic cotton bedding, stylish backpacks and lunch bags, and decorative accessories depicting Bluey and her family designed to bring joy to children's everyday spaces. Recently, *Bluey* partnered with **Specsavers** for kids' prescription glasses – these will be available across the UK and other international markets. *Bluey's* fast-growing FMCG range now includes cereals with **Kellogg's** (UK and select EMEA markets), fromage frais with **Yeo Valley** (UK), healthy snacks with **Hero** (UK),

bath products with **Childs Farm** (UK), vitamins with **Natures Aid** (UK) and oral care - including the territorial expansion of the **Colgate** partnership (UK and select EMEA markets) - and more.

A wave of fresh FMCG signings for EMEA further cements this presence — from **Caresse Cosmetics** (Benelux) and **Bübchen Skincare GmbH** to Community Brands' **Nanoo** and **Pumpkin Organics** (GAS), plus **Danone** range extensions into Iberia, GAS, Romania, Hungary, and Bulgaria. Hero Group's **Goodies** brand joins in the Nordics, Czech Republic and Slovakia, alongside **Bonne Jومات Oy** in Finland. In health and beauty, new deals include **Dr Beckmann** (France) and **Character Group** (South Africa), while **Novaelectronica** will bring *Bluey*-branded thermometers and citronella bracelets to Iberia.

New partners in the U.S. include the recently launched **SpaghettiOs** with unique *Bluey* shapes from The Campbell's Company; **Supermix Studio** for customized DIY apparel program; **Sand Cloud** for co-branded beach towels; **Wet Brush** for co-branded hairbrushes and Goody hair accessories; **Sassy Baby** for bibs; and **Punchbowl** for *Bluey* digital invitations and greeting cards. Partnership renewals for *Bluey* include CJ Products, Inc. for *Bluey* x Pillow Pets and MegaToys in the U.S.; and Centric Beauty for U.S., Canada, as well as UK and EMEA at Claire's.

The biggest **Cotton On KIDS** collab ever launched - an 11-country, 39-SKU *Bluey* collection, setting a new standard for licensed apparel and sustainability. It was the first ANZ-led outerwear range, using Australian cotton and GOTS-certified materials. Exclusive "Shop It First" events were held in Australia, Singapore, the USA, and South Africa, giving 130 families a first look with *Bluey* meet-and-greets, silent discos, and more. The "Bestest Day Ever" campaign drove record engagement, foot traffic, and brand love.

In Brazil, the brand's role in family life is also set to grow, with **Brandili** launching its first *Bluey* clothing range, an exclusive **Havaianas** line of flip-flops and shoes, and special Children's Day collections at Riachuelo, Renner and C&A. Candide will debut "Let's Play Chef" themed toys alongside Moose Toys' latest range, while renewed and new partnerships with Top Cau, Brinquedos Cardoso, Magic, Plasútil, Dentalclean, Jet Brickell and Renner will keep *Bluey* present in everyday Brazilian family life.

Toy



Core licensing categories like Toy remain strong. Master toy partner **Moose Toys'** *Bluey* range has now launched in Japan via **TOMY**, while **LEGO® Bluey** sets have launched globally trade wide. New UK and pan-EMEA signings in Toy include **Mookie Toys** for outdoor play products including slides, sandpits, swings and trampolines, and **Malte Haaning** brings *Bluey* to creative play with Hama beads. Following a successful debut at Camp Bestival, a full-size *Bluey* Food Truck toured **Smyths** stores across the UK as part of the "Home of Bluey Toys" promotion. Another highlight from Moose Toys is the Supermarket Playset, inspired by the *Bluey* episode "Kids," with 3 levels of play loaded with fun features and exclusive figures. This playset was also brought to life at Camp Bestival as a supermarket play space. *Bluey* was the #2 largest Preschool Toys property in the U.S. for YTD June 2025¹ and the #3 property in Preschool Toys for YTD August 2025 in the UK². New signings for the U.S. include **Skillmatics** for art and activity skill game kits, and a renewal with **FlyBar** to include new products ImaginAir Bumper Car and saucer swings. Additionally, **Asmodee**, the UK's leading distributor of board, tabletop, and trading card games, brings Dobble Bluey to market in the UK.

No.1

Bluey remains one of the world's **most-watched TV series**. Available in over 140 markets, *Bluey* is 2024's most-watched series globally on Disney+ (based on views). *Bluey* is the most-streamed show in first half of 2025³ and most-streamed show of 2024 in the U.S. (Nielsen). *Bluey* is also the No. 1 kids' show on CBeebies⁴ and Disney+⁵ in the UK.

Bluey, which was first launched in Australia in 2018, holds the No. 1 kids show spot on ABC Australia⁶. *Bluey* is also a top-performing preschool show across EMEA. In Spain, *Bluey*'s popularity continues to grow as *Bluey* holds the crown as the #1 title on Disney Junior for all individuals aged 4+ (Q2 2025)⁷. *Bluey* is also the #1 show on France 5 for all individuals 4+ in France (Q2 2025)⁸.

EMEA

Bluey is strengthening its presence across EMEA with significant launches in Türkiye and Central Europe. **Spacetoon TV Türkiye** will soon bring *Bluey* to audiences with its free-to-air broadcast debut. **Spacetoon International** has also been appointed as the local licensing agent. Complementing the broadcast rollout, **Neco Toys** has been named as distributor for Moose Toys' *Bluey* range, arriving later this year, while Penguin Random House will partner with **Isbank Cultural Publications** for a 2026 publishing launch. Central Europe is also seeing rapid growth, following recent consumer product and toy launches in Bulgaria, Czech Republic, Slovakia, and Hungary.

Alongside these market entries, *Bluey* activations continue to engage families across the region, from the *Bluey* Food Truck touring Smyths stores in Germany, to the La Grande Récré Okoo tour in France, and mall experiences in Spain and Germany.

Bluey's cinema presence is also expanding, with ***Bluey at the Cinema: Let's Play Chef Collection*** launching in Spain and Poland, and soon extending to Germany, Italy, France, and Benelux. In France, audiences are also enjoying ***Bluey at the Cinema – Family Adventures***, featuring the special extended episode *The Sign*.

Bluey and **Chefclub** are joining forces to launch an exclusive kids' cooking range in 2026. The partnership includes 16 *Bluey*-themed videos that transform products into immersive family experiences. Recipes like the Magic Xylophone Fruit Puff will feature character-inspired measurements bringing *Bluey*'s fun and playfulness into the kitchen.

Andrew Carley, Director of Licensing, UK/EMEA/Asia at BBC Studios adds:

"We're seeing extraordinary momentum for Bluey across EMEA and Asia, with strong demand from both partners and audiences. The brand's adaptability across cultures – whether through local publishing, consumer products, or live events – is fuelling an exciting next chapter of growth ahead of the 2027 movie release."

Live Entertainment



Audiences spent over 3 million hours attending BBC Studio Live Events in 2024, with *Bluey* themed Live Experiences continuing to be a huge draw. Excitement is building for the **first-ever *Bluey* coaster**, which is coming to CBeebies Land at Alton Towers UK in Spring 2026.

Brisbane's ***Bluey's World*** was named one of TIME's World's Greatest Places for 2025, attracting families from across Australia and abroad since opening in November 2024. The immersive experience has already welcomed more than 300,000 visitors and, in response to unprecedented demand, has been refreshed and extended through to March 2026.

Bluey's Big Play has been seen by over 2 million people worldwide and will debut in Poland in November. The Olivier Award nominated theatre show also returns to the UK, Ireland and Spain this year, while in 2026, *Bluey's Big Play* will head back home for a major nationwide tour in Australia.

In the U.S., the award-winning immersive adventure ***Bluey x CAMP*** is CAMP's #1 selling experience. New cities will be announced later this year. *Bluey x CAMP* is open in New York, Houston, Philadelphia and Boston – after successful runs in Los Angeles and Chicago.

Fans in The Philippines were offered an unforgettable family adventure as rooms from the iconic Heeler home were brought to life at Manilla's SM Megamall for ***Bluey Mega Playtime*** in August.

Live entertainment will also take centre stage in Brasil with ***Bluey Live***, an original theatre experience premiering in São Paulo, Rio de Janeiro and Brasília.

New Content on Digital, Streaming and Linear



This summer, BBC Studios expanded its award-winning *Bluey* short-form originals catalogue with four new additions, each inspired by the show's core themes and reimagined in engaging new formats. Co-commissioned by BBC Studios Digital Brands, BBC Studios Kids & Family and the Australian Broadcasting Corporation (ABC), the series — including ***Bluey Tunes***, ***Bluey Puppets***, ***Bluey Cookalongs***, and the upcoming *Fancy Restaurant* — will be available on ABC iview in Australia, Disney Jr., Disney Channel, Disney Jr. On Demand in the U.S., and on Disney+ globally in due course. Viewers can also watch these series on the Official Bluey channel on YouTube, and soon on Disney Jr. YouTube. ***Fancy Restaurant***, set to premiere worldwide on 14th October, along with *Bluey Cookalongs*, celebrates the 2025 *Bluey's* global brand theme, “Let’s Play Chef”, highlighting mealtime fun, family togetherness, and laughter. Further short-form content is slated for next year, continuing to bring *Bluey* into homes worldwide in fresh and playful ways.

Publishing



Bluey's global publishing success continues to thrive with master publishing partner **Penguin Random House**. This is reflected in more than 3.5 million books sold through UK TCM, alongside the *Bluey* Ladybird Publishing Range winning the much-prized 'Best Licensed Written, Listening or Learning Range' gong at The Licensing Awards 2025. An incredible **28 million books** have shipped in the USⁱ; and 9.8 million have sold in Australiaⁱⁱ. Additionally, *Bluey* storybooks have been translated into **28 languages**, with more than 600,000 English-language copies sold internationally. In Spain, *Bluey* reigns as the #1 licensing brand for ages 0–6. Plus, over 1 million copies sold to retailers across French-speaking territoriesⁱⁱⁱ.

This year's slate includes the hotly anticipated hardcover deluxe comic-style chapter book based on *Bluey*'s biggest episode ever, ***Bluey: The Sign***, publishing on 4th November 2025. *Bluey: Wackadoo! Bluey Words and Sounds Sound Book* from PI Kids and *Bluey My Busy Books* from Phidal Publishing are available in the UK and select EMEA markets. As part of the "Let's Play Chef" brand theme, *Bluey and Bingo's Christmas Cookbook* will release in the U.S. on 7th October 2025, alongside other exciting autumn titles including *A Big Pop-Up Book* and *Let's Play Verandah Santa*.

The huge popularity of *Bluey* music has led to BBC Studios striking a deal with Independent British music publisher **Faber Music** for ***Bluey: First Ever Piano Book***, which releases worldwide from 29 October 2025. *Bluey: First Ever Piano Book* features music by *Bluey* composer Joff Bush, helps children begin their piano journey through playful games from the world of *Bluey*, and features fan-favourite tunes from the show, including the catchy *Bluey* theme tune.

BBC Studios has also announced the first ever Japanese language *Bluey* story books, published by **Shogakukan**. The first two titles *Good Night, Fruit Bat* and *Baby Race*, based on the popular episodes, will be released by the end of the year.

Bluey continues to shine in magazine publishing too. In the UK, *Bluey* magazine, published by **Immediate Media**, is the fastest-growing preschool title and the second-largest monthly magazine in the preschool market. Its global footprint is expanding too, now reaching readers in 14 countries worldwide.

Gaming



New developments in gaming further cement *Bluey*'s status as a runaway hit with broad entertainment potential. In 2024 alone, gamers spent **3.3 billion minutes** playing *Bluey Let's Play!* the mobile game developed by Budge Studios. Additionally, **LEGO® Bluey™ Mobile Game** developed in partnership with Story Toys hit one million downloads in its first month of launch. Earlier this year, Half Brick Studio's *Bluey x Fruit Ninja Classic+* was available for a limited time on Apple Arcade and *Bluey* will come to life on **Nex Playground** in October through a motion-powered game that invites players to jump, dance, and laugh alongside the Heeler family. Several other high-profile new game launches and brand integrations are on the horizon too.

Music



In July, *Bluey*'s music soared past **one billion lifetime audio streams** across all platforms, signalling that composer Joff Bush's vibrant and unforgettable music continues to captivate audiences worldwide. In 2024, *Bluey: Rug Island* topped both the Billboard Kids Album Chart and the Soundtrack Album Chart in the U.S. That same year, the *Bluey* music team won the Screen Music Award for Best Music for Children's Programming for the special episode *The Sign*, while *Dance Mode!* claimed Best Children's Album at the ARIA Awards in Australia.

Bluey is releasing its first Christmas single, ***Bluey Verandah Santa***, with original music from the hit animated series. The track debuted across all DSPs in September, while a physical CD featuring four seasonal songs by composer Joff Bush and The *Bluey* Music team arrives 7th November as part of the single collection. Three tracks will also be available on *Bluey Verandah Santa* 7" White Vinyl and a Walmart-exclusive 7" Gold Vinyl.

With more music releases on the way, *Bluey* shows no signs of slowing down in this category.

Stephen Davies, SVP Global Licensing at BBC Studios says:

"The success of Bluey's publishing, music and gaming highlights how the brand has become part of entertainment culture on every level. Whether children are dancing to Bluey songs, learning piano, or playing in digital worlds, these touchpoints deepen the brand's connection with fans around the globe."

Animated Feature Film

Looking ahead, anticipation is building for *Bluey*'s first feature film, set for a global theatrical release **6th August 2027** under the Disney banner, with further details coming soon. BBC Studios and The Walt Disney Company [announced the film](#) in late 2024. The new deal sees Disney acquiring the global theatrical rights for the film. Following the global theatrical release, the movie will stream on Disney+.

- Ends -

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Endnotes:

[1] Source: Circana, LLC, Retail Tracking Service, Preschool Toys Segment, Infant Toddler & Preschool Toys Supercategory, 2025 YTD June.

[2] Source: Circana, LLC, Retail Tracking Service, Preschool Toys Segment, Infant Toddler & Preschool Toys Supercategory, 2025 YTD August.

[3] Nielsen. Bluey streaming claim based on total viewing that occurred from January 2025 through June 2025 (12/29/24 – 06/28/25) and ranked on total viewing minutes by Persons 2+. Data was sourced through Nielsen Streaming Content Ratings. Bluey streams on Disney+.

[4] Source: Techedge/AdvantEdge/BARB/National, All Devices, UK, Reach based on 3+ minutes of continuous viewing, Individuals 4+, All Day, 1st April – 30th June '25. CBeebies only.

[5] Source: Techedge/AdvantEdge/BARB/National, TV Only, UK, Reach based on 3+ minutes of continuous viewing, Individuals 4+, All Day, 1st April – 30th June '25. Disney+ only. Rankings exclude films.

[6] OzTAM Combined 5 City Metro & Regional TAM (Regional incl WA) Preliminary Overnight and Consolidated 7 data (Broadcast Reach counts 5 minutes consecutive viewing), OzTAM Minutes & VPM. Total Audience methodology includes the sum of metro and regional viewing.

[7] Spain: Glance / Kantar Media Spain, Timeshifted Viewing: Live, [1st April - 30th June '25], Ranked by best episode on Ratings (000) then Market Share (%) among all individuals (4+), Programmes under 3 minutes excluded, Films / movies and one off excluded.

[8] France: Glance / Médiamétrie / Médiamat France Time Shifted Viewing: Live + VOSDAL + 7 Days. 1st April - 30th June '25. Kids programme only, movies excluded. Ranked by best episode on Ratings (000) then Market Share (%) among Ages 4+. All day. Programmes under 3 minutes excluded.

[i] including 15.3 million sold through the register

[ii] sales through warehouse

[iii] accurate as of August 2025

Notes to Editors:

About Bluey

The series follows Bluey, a loveable, inexhaustible, Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is created and written by Joe Brumm and produced by Emmy® Award-winning Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand and China) across Disney Channel, Disney Jr. and Disney+ through a global broadcasting deal between BBC Studios Kids & Family and Disney Branded Television.

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About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

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About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy®, Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. ludostudio.com.au

Bluey

The series follows Bluey, a loveable, inexhaustible, blue heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun. Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government. BBC Studios Kids & Family hold the global distribution and merchandise rights. In Australia, the show goes out on ABC.

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