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Toys "R" Us to open 120 new stores in USA – 24th September 2026

Level 0

Toys R Us will open 120 new stores in America. This will increase its number of stores from 40 to 160. The company wants people to have more places to buy toys. It will sell popular brands such as LEGO and Barbie. Some stores will have candy shops and family-friendly cafes. The new stores will also be in malls and airports.

The new stores are part of the company's comeback in America. Toys R Us closed its last U.S. stores in 2018. It started opening them again in 2022. The company says toys are becoming popular with adults. A market research company agreed. It said toys are becoming hobbies and "social experiences" for adults.

Level 1

Toys R Us will open 120 new stores in the USA. This will increase its number of stores from 40 to 160. The company wants people to have more places to buy toys and presents. The new stores will sell popular toy brands such as LEGO, Pokemon and Barbie. Some stores will have candy shops. Others will have family-friendly cafes with a toy theme. The company is growing in different places, including in malls and airports.

The new stores are part of the company's comeback in America. Toys R Us closed its last U.S. stores in 2018. In 2022, it opened shops in the department store Macy's. It now has about 400 shops in Macy's. Toys R Us says toys are becoming more popular with adults. The vice-president of a market research company agreed. She said toys are becoming "hobbies, fandom ecosystems, and social experiences" for adults rather than just toys for children.

Level 2

Toys R Us plans to open 120 new stores in the USA. The toy giant said this will increase the number of its stores from 40 to 160. The company wants shoppers to have more places to buy toys, gifts and collectibles. The new stores will sell popular toy brands such as LEGO, Barbie, Pokemon and KPop Demon Hunters. Some stores will have candy shops. Others will have family-friendly cafes with a toy theme. The company said: "This is a major moment for Toys R Us." He added that the company is growing in different places, including stores in malls, airports and other locations.

The new stores are part of the company's comeback in America. Toys R Us closed its last U.S. stores in 2018. It reopened two stores in 2019. In 2022, it opened shops in the famous department store Macy's. Toys R Us now has about 400 shops inside Macy's. The company says toys are now becoming more popular with adults. The market research company Circana said toy sales among adults are growing. A vice-president at Circana said toys are becoming "hobbies, fandom ecosystems, and social experiences" for adults rather than just toys for children.

Level 3

Toys R Us is planning to open 120 new stores in the USA in the near future. The toy retail giant said the new stores will increase the number of its stores from 40 to 160. The company said it wants shoppers to have more places to buy toys, gifts and collectibles. The new stores will sell popular brands such as LEGO, Barbie, Hot Wheels, Pokemon and KPop Demon Hunters. Some stores will also have candy shops inside them. Others will have fun, family-friendly cafes that will have a toy-themed atmosphere. A company executive said: "This is a major moment for Toys R Us." He added that the company is growing in different areas, including stores in malls, airports and other locations.

The new stores are an important part of the company's comeback in America. Toys R Us closed its last U.S. stores in 2018 after it filed for bankruptcy. It reopened two physical stores in 2019. In 2022, it began opening shops inside the famous American department store Macy's. Toys R Us now has about 400 shops inside Macy's stores across the USA. The company says toys are becoming more popular with adults as well as with children. The market research company Circana said toy sales among adults are particularly strong. A vice-president at Circana said toys are becoming "hobbies, fandom ecosystems, and social experiences" for adults rather than just toys for children.