EDUCATION

# Shopkins The Ultimate Collectors Guide

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## Welcome to the Colorful World of Shopkins

For millions of children and collectors around the globe, the tiny, brightly colored grocery store characters known as Shopkins have sparked a collecting frenzy like no other. Since their debut in 2014 by the Australian company Moose Toys, these miniature items have become a cultural phenomenon, filling toy boxes, display cases, and even inspiring animated series and movies. Whether you are a parent trying to understand the hobby, a new collector just starting out, or a seasoned veteran looking to complete your set, this guide serves as your definitive resource for everything related to Shopkins: The Ultimate Collectors Guide.

The appeal of Shopkins lies in their simplicity and sheer variety. Modeled after everyday supermarket items—from apples and oranges to lipsticks and toaster pastries—each character has a unique name, personality, and rarity level. The thrill of opening a blind bag, not knowing which character you will get, is a massive part of the excitement. However, as the series have evolved, the collecting landscape has become more complex. With multiple seasons, limited editions, chaser variants, and exclusive store releases, navigating the world of these tiny toys requires knowledge, strategy, and a bit of luck. This article will break down everything you need to know to become a savvy collector.

## What Are Shopkins? A Brief History

Before diving into the deep end of collecting strategies, it is essential to understand exactly what Shopkins are and how they originated. The concept was born from the simple idea of turning everyday grocery items into cute, collectible characters. Each Shopkin is approximately one inch tall and made of hard plastic or rubber, depending on the specific series and type.

### The Rise of a Toy Empire

Moose Toys launched the first series of Shopkins in 2014, and the response was immediate and overwhelming. The initial series featured 80 common characters and a handful of rare and limited-edition figures. The success was driven by a clever marketing strategy: blind bags. Children could purchase a sealed bag containing two random Shopkins and a collector's checklist. This "blind box" model created a sense of mystery and encouraged repeat purchases as kids tried to collect them all. The first wave included iconic characters like Apple Blossom, Cheeky Chocolate, and Bread Head.

As the brand grew, Moose Toys expanded the line dramatically. Subsequent seasons introduced new themes, such as the "Party" series, "Season 2," "Fruit and Veg," and specialized sets like "Shopkins Shoppies" (posable dolls) and "Shopkins Real Littles" (miniature real-world brand items). The lore also expanded through animated webisodes, a feature film titled *Shopkins: World Vacation*, and a Netflix series, deepening the engagement for young fans.

## Understanding the Different Types of Shopkins

Not all Shopkins are created equal. To truly master the art of collecting, you need to understand the different categories and rarity levels. This is the core knowledge required for any comprehensive collectors guide.

### Common Shopkins

These are the standard characters found in most blind bags. They are the backbone of any collection and are usually quite easy to find. While they are not as valuable as rarer variants, they are often the most beloved characters due to their iconic designs. Examples include the original Apple Blossom and Strawberry Kiss.

### Rare Shopkins

Rare Shopkins are harder to find but not excessively difficult. They are often released in smaller quantities per case of toys. A rare Shopkin might feature a unique color variant or a special finish, such as metallic or glitter. Collectors often seek these to add a touch of exclusivity to their display without breaking the bank.

### Limited Edition and Special Edition Shopkins

This category includes exclusive figures released for specific events, holidays, or retail partnerships. For example, a "Back to School" limited edition or a "Christmas Special" figure. These are often produced in very limited quantities and can become highly sought after by serious collectors. Store exclusives, such as those from Target or Walmart, also fall into this category.

### Chaser and Ultra Rare Shopkins

Here is where the value spikes dramatically. "Chasers" are extremely rare figures that are not part of the standard checklist. They are designed to be the ultimate prize for dedicated collectors. Some chasers are solid gold, glow-in-the-dark, or made from special materials. Finding a chaser in a blind bag is considered a major victory and can significantly increase the value of your collection.

### Specialty Series: Shoppies, Real Littles, and Cutie Cars

The Shopkins universe expanded beyond the tiny figures. **Shopkins Shoppies** are 5-inch fashion dolls that come with a pet Shopkin. **Shopkins Real Littles** replicate real-world food brands in miniature, like miniature cans of Coke or Pringles. **Cutie Cars**are tiny vehicles driven by Shopkins characters. Each of these lines has its own dedicated collector base and rarity system.

## How to Start Your Shopkins Collection

If you are new to the hobby, starting a collection can feel overwhelming. The sheer volume of characters is staggering—there are hundreds, if not thousands, of different Shopkins across all series. Here is a step-by-step guide to help you begin.

### Step 1: Choose Your Focus

Decide what type of collection you want. Do you want to collect all characters from a single season? Do you want to focus only on rare and limited editions? Or do you want to collect only food-themed Shopkins? Having a focus will make your journey more manageable and enjoyable.

### Step 2: Get the Official Checklist

Each season of Shopkins comes with an official checklist. You can often find these online or included in collector packs. The checklist is your bible. It tells you every character in the series, their rarity level, and their name. Print it out and use a marker to track what you own.

### Step 3: Start with Blind Bags and Packs

The most cost-effective way to start is by purchasing blind bags or multi-packs. Blind bags usually contain two characters and one checklist or sticker. Multi-packs often guarantee a rare character and can be a great way to

build a base collection quickly.

### Step 4: Join the Community

Online forums, Facebook groups, and Reddit communities dedicated to Shopkins are excellent resources. You can trade duplicates, learn about upcoming releases, and get advice from experienced collectors. The community is generally very welcoming to newcomers.

## Evaluating Rarity and Value

Understanding the value of your Shopkins is crucial, especially if you plan to trade or sell. Value is determined by several factors:

- Rarity Level: As discussed, ultra rares and chasers hold the highest value.
- Condition: Mint condition figures with original packaging are worth significantly more than loose, played-with toys.
- Series Age: Older series, particularly Series 1 and 2, are often more valuable due to scarcity.
- Demand: Some characters are simply more popular than others, driving up their market value.

Websites like eBay and dedicated trading forums are the best places to gauge current market prices. Always check sold listings, not just active ones, to understand true value.

## Displaying and Organizing Your Collection

Once you have a decent number of Shopkins, you will need a way to display them. Proper display not only looks great but also helps you keep track of what you have.

### Display Options

- Display Cases: Acrylic or plastic display cases with small compartments are perfect for showing off individual figures.
- Shadow Boxes: These are excellent for themed displays, such as a "Fruit and Veg" section or a "Rare and Chaser" highlight wall.
- Shelving Units: Simple tiered shelves allow you to organize by series or color.
- Binders and Card Sleeves: Many collectors keep their checklist cards and any trading cards in protective sleeves within a binder.

### Organization Tips

- Sort by series number. This makes it easy to see which characters you are missing.
- Sort by rarity level. Keep your chasers and ultra rares in a special, secure location.
- Use labels. If you use a binder or box, clearly label each section.

## Trading and Selling Shopkins

The trading community is a vital part of the Shopkins experience. Trading allows you to exchange duplicates for missing characters, often saving you money and time.

### How to Trade Safely

- Online Groups: Join dedicated trading groups on Facebook or Reddit. Always check the reputation of the trader before committing.
- Local Meetups: Some communities organize toy fairs or swap meets. These are excellent for in-person trading where you can inspect the condition of items.
- Clear Communication: Always agree on the exact terms of the trade, including condition, shipping costs (if applicable), and expected delivery times.

Selling Your Collection

If you decide to sell, platforms like eBay, Mercari, and specialized toy marketplaces are your best bet. Take clear, well-lit photos from multiple angles. Be honest about condition. Bundle common characters together to sell in lots, as individual commons have low value.

## Advanced Collecting Tips for Dedicated Enthusiasts

For those who have moved beyond the basics, here are some advanced strategies to elevate your collection.

### Hunt for Errors and Prototypes

Manufacturing errors, such as misprints or wrong color schemes, can be incredibly rare and valuable. Prototypes, or pre-production samples, are even rarer. These items usually surface through toy conventions or insider connections.

### Follow Release Calendars

Moose Toys occasionally releases new series or special editions with little warning. Follow the official Shopkins social media accounts and fan blogs to stay ahead of the curve. Being first to purchase a new release can secure you valuable items before the market is flooded.

### Invest in Storage and Protection

Acid-free plastic bags, small ziplock bags, and rigid top-loaders (used for trading cards) are excellent for protecting individual figures. For rare items, consider "grading" them through a professional toy grading service, which encapsulates the figure in a sealed case with a condition score, significantly increasing its resale value.

### Document Your Collection

Keep a digital inventory. Use a spreadsheet or a dedicated app to list every item you own, its condition, estimated value, and purchase date. This is invaluable for insurance purposes and for tracking your progress toward completing a set.

## Common Mistakes New Collectors Make

Even experienced collectors made mistakes when they started. Here are pitfalls to avoid:

- Buying Everything: It is tempting to buy every blind bag you see, but this leads to many duplicates. Stick to your focus.
- Overpaying for Commons: Do not pay a premium for common characters. They are readily available in stores or through trading.
- Ignoring Condition: A scratched or faded figure is worth a fraction of a mint condition one. Be picky.
- Losing the Packaging: For rare items, the original packaging (the blind bag or box) can add significant value. Keep it.

## The Future of Shopkins Collecting

As with all toy trends, the Shopkins market has evolved. While the peak

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