

"Barbie" Movie Release: Prepare your stock with Sureshot

With the highly anticipated release of ["Barbie"](#) in theaters on July 21st, 2023, there has never been a better time to explore Sureshot's Barbie Assortments.

"Barbie" has become the most discussed topic of the summer with an estimated opening weekend revenue of [nearly \\$90 million](#). The global phenomenon of "Barbie" has already begun to take the world by storm.

While Barbie products have been a toy industry staple for 64 years, the upcoming movie release is causing them to fly off the shelves and quickly go out of stock. The demand for these products is skyrocketing, and it will only intensify once the movie hits theaters. Historical toy trends provide evidence of this impact; for instance, "Toy Story" in 1995 resulted in an over 800% surge in Mr. Potato Head sales, and "Star Wars: The Force Awakens" in 2015 generated around \$700 million in Star Wars toy sales. It's clear that movies have a significant influence on toy sales, and with a brand as iconic as Barbie, your customers wouldn't want to miss the opportunity to own a piece of the film.

Sureshot offers assortments of Barbie products that will stand out and make excellent additions to your redemption center. Given the upward trend in Barbie popularity and the ever-increasing demand expected upon the "Barbie" movie release, now is the ideal time to stock up and order these remarkable items. By offering your customers not only an amazing product but an experience that will create lasting memories, you are sure to increase the chance of repeat visits from your customers. Showcasing trending and well-known products like Barbie is a guaranteed way to keep customers coming back for more.

Don't miss this opportunity to order now and secure your supply of these highly sought-after [Barbie products from Sureshot](#).