

YOTO EXPANDS PRESENCE AT TARGET WITH PREMIUM PLAY AISLE PLACEMENT AND LIVE DEMO UNITS IN STORES NATIONWIDE

The screen-free audio platform lands a dedicated three-foot footprint in Target's Play section, with an expanded content assortment, ahead of back to school

NEW YORK, July 27, 2026: Yoto, makers of the award-winning screen-free audio players for kids and families, today announced a major expansion of its retail presence at Target. Yoto is now located in the Play section in stores nationwide, right where families shop for enriching kids' activities.

Since launching in Target stores in October 2024, Yoto has become a standout in the children's audiotech category, driven by 86% US market growth in 2024. Timed to coincide with back-to-school season, this expansion deepens Yoto's presence in one of the US's most visited retailers at the moment families are actively seeking solutions to support healthy routines, learning and fun. The new in-store setup features three feet of dedicated shelf space anchored by a standalone Yoto display, marking the first time Yoto has had demo units in Target stores. Shoppers can get up close with the Yoto Player and Yoto Mini, exploring the signature pixel display and turning the iconic orange buttons that have made the brand a household name.

Target will also carry an expanded Yoto Card assortment spanning stories, music, and educational content. New titles available in-store include *Paw Patrol: Let's Dino Do This*, *Marvel: Spidey and His Amazing Friends Storybook Collection*, and *K-Pop Demon Hunters*, alongside a selection of Yoto Originals, exclusive audio titles crafted by Yoto's in-house production studio, including the *BrainBots Science Fair Card Pack*.

"We believe that Yoto is an essential part of childhood, and our move into Target's Play aisle reflects how families increasingly view Yoto – not as another gadget, but as a tool for learning, creativity, and independence," says Ben Drury, Co-Founder and CEO of Yoto. "As families prepare for the back-to-school season, we're excited to make the magic of Yoto even easier to discover."

- Yoto Player (\$109.99): A screen-free, carefully connected audio player with acoustically-engineered stereo sound, night light, room thermometer, and more.
- Yoto Mini (\$79.99): The portable, lightweight screen-free audio player built for on-the-go listening.

Find Yoto in the Play section at Target stores nationwide, [Target.com](https://www.target.com), and [Yotoplay.com](https://www.yotoplay.com).

About Yoto

Yoto is an interactive audio platform for kids. Yoto offers a catalogue of over 1,200 stories, songs, activities and more to inspire creative play and learning without a screen. The carefully connected audio players, Yoto Player (3rd Generation) and Yoto Mini, put kids safely in control. No cameras. No microphones. No ads.

Inspired by Montessori principles, Ben Drury and Filip Denker founded Yoto in 2017. Yoto Player was designed with renowned design agency, Pentagram, and launched in early 2020. Yoto Mini, the portable audio player, launched in late 2021. The new and improved third generation Yoto Player arrived in summer 2023.

Available worldwide, Yoto has won awards and accolades from critics, parents and children alike. TIME Magazine even named it one of the Best Inventions of 2020 and Yoto Mini won a prestigious D&AD Pencil in 2022. Yoto was named one of Bloomberg's Top Start Ups to watch, and was named the second fastest growing tech company by Deloitte in 2023. Yoto's platform features both award-winning original content and audio that has been licensed or co-created with partners. These partners include PRH, Macmillan, Universal Music Group, Sony, Warner Music, Mattel, Pottermore Publishing, Roald Dahl Story Company, HarperCollins, Hachette, Bonnier and Scholastic.

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