Hasbro unveils KPop Demon Hunters toy line

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Today, Hasbro unveiled a collection of ***KPop Demon Hunters*** themed toys that include products from iconic brands including **NERF, FURBY and MONOPOLY**!

Music, magic and demon-hunting collide in the new suite of products inspired by the acclaimed Netflix animated film. Kids can imagine becoming part of HUNTR/X with **NERF** toys modeled after the trio's iconic demon-hunting gear. Zoey's Spirit Blades capture the playful energy of the bubbly fan-favorite, while Rumi's Four Tiger Sword features a pearlescent foam blade and hilt fit for a fearless leader. Mira's Curved Moon Sword, sleek and stylish, channels the precision and power of HUNTR/X's lead dancer and choreographer.

Fans can also show their pride with *KPop Demon Hunters* HUNTR/X and Saja Boys **Electronic Light Sticks** that glow and IR-sync for shared concert-style play. The adventure grows with **FURBY** *KPop Demon Hunters*, including two adorable Furblets - Derpy Tiger and the sly Saja Boy Demon, each packed with 45+ interactive sounds, pop-open ears, themed accessories, and a handy keychain clip for on-the-go fun. Rounding out the collection, the **MONOPOLY**: *KPop Demon Hunters* lets players rehearse, hunt demons, win awards, and compete for fans, bringing the thrill of superstardom and teamwork to game night.

The debut collection, which will be available at most major retailers beginning in July, includes:

- NERF *KPop Demon Hunters* Zoey's Spirit Blades
- NERF *KPop Demon Hunters* Rumi's Four Tiger Sword
- NERF *KPop Demon Hunters* Mira's Curved Moon Sword
- *KPop Demon Hunters* HUNTR/X Electronic Light Stick
- *KPop Demon Hunters* Saja Boys Electronic Light Stick
- FURBY Furblets *KPop Demon Hunters* Derpy Tiger
- FURBY Furblets *KPop Demon Hunters* Saja Boy Demon
- MONOPOLY *KPop Demon Hunters*

Official products details are included below.

NERF *KPOP DEMON HUNTERS* ZOEY'S SPIRIT BLADES

(HASBRO | Ages 6 years & up | Retail Price: $9.99 | Available at most major retailers starting 7/15/26)

Kids can imagine themselves as part of HUNTR/X with the NERF *KPop Demon Hunters* Zoey's Spirit Blades inspired by the Netflix animated film! They capture the look of the blades used by rapper and demon hunter Zoey in the musical fantasy about the HUNTR/X K-Pop girl group that secretly doubles as a trio of demon hunters. The bubbly, fun-loving Zoey wields the blades to battle demons. They're perfect accessories for role play, cosplay, and epic demon-hunting adventures. Expand the imaginative game play and build your *KPop Demon Hunters* collection with Rumi's Four Tiger Sword and Mira's Curved Moon Blade (each sold separately, subject to availability).

NERF *KPOP DEMON HUNTERS* RUMI'S FOUR TIGER SWORD

(HASBRO | Ages 6 years & up | Retail Price: $14.99 | Available at most major retailers starting 7/15/26)

The NERF *KPop Demon Hunters* Rumi's Four Tiger Sword is inspired by the Netflix animated movie! It captures the look of the Sword used by Rumi, lead HUNTR/X singer and demon hunter in the musical fantasy about a K-Pop girl group that secretly doubles as a trio of demon hunters. Rumi is lead singer of the HUNTR/X group and wields the Four Tiger Sword to battle demons. The 24-inch sword has a foam blade with pearlescent treatment, plastic core, and plastic hilt. It's a perfect accessory for role play, cosplay, and epic demon-hunting adventures. Expand the imaginative game play and build your *KPop Demon Hunters* collection with Zoey's Spirit Blades and Mira's Curved Moon Sword (each sold separately, subject to availability).

NERF *KPOP DEMON HUNTERS* MIRA'S CURVED MOON SWORD

(HASBRO | Ages 6 years & up | Retail Price: $19.99 Available at most major retailers starting 7/15/26)

The NERF *KPop Demon Hunters* Mira's Curved Moon Sword is inspired by the Netflix animated film! It captures the look of the sword used by Mira, HUNTR/X dancer and demon hunter in the musical fantasy about a K-Pop girl group that secretly doubles as a trio of demon hunters. Mira is the lead dancer and choreographer in the HUNTR/X group and wields the Curved Moon Sword to battle demons. The 36-inch sword has a foam blade with pearlescent decoration and a plastic core and a plastic hilt. It's a perfect accessory for role play, cosplay, and epic demon-hunting adventures. Expand the imaginative game play and build your *KPop Demon Hunters* collection with Zoey's Spirit Blades and Rumi's Four Tiger Sword (each sold separately, subject to availability).

FURBY FURBLETS *KPOP DEMON HUNTERS* DERPY TIGER

(HASBRO | Ages 6 years & up | Retail Price: $14.99| Available at most major retailers starting 7/15/26)

Furblets join the *KPop Demon Hunters* universe with the Derpy Tiger edition! This mini FURBY interactive toy comes with Derpy Tiger's mini envelope accessory for display and pretend play. Press the head, heart gem, and mouth to explore over 45 different sound effects. The ears also pop open when you press the head, then fold them over the eyes to do it again. Take your little bestie on the go with the keychain clip that's perfect for cute backpack accessories and more.

FURBY FURBLETS *KPOP DEMON HUNTERS* SAJA BOY DEMON

(HASBRO | Ages 6 years & up | Retail Price: $14.99 | Available at most major retailers starting 7/15/26)

Furblets join the *KPop Demon Hunters* universe with the Saja Boy Demon edition! This mini FURBY interactive toy comes with Saja Boy's gat-style hat for display and pretend play. Press the head, heart gem, and mouth to explore over 45 different sound effects. The ears also pop open when you press the head, then fold them over the eyes to do it again. Take your little demon on the go with the keychain clip that's perfect for cute backpack accessories and more.

***KPOP DEMON HUNTERS* HUNTR/X LIGHT STICK**

(HASBRO | Ages 6 years & up | Retail Price: $14.99| Available at most major retailers starting 7/15/26)

This essential light-up accessory lets kids and fans alike express their HUNTR/X fandom with pride! Makes a great addition to a *KPop Demon Hunters* costume or a perfect gift for girls and boys. And with IR sync recognition between 2 or more *KPop Demon Hunters* light sticks, kids can imagine attending their favorite group's concert together. Great for dancing along to "Golden" or "How It's Done," this movie-inspired light stick is a must-have for any *KPop Demon Hunters* fan. (Each sold separately. Subject to availability.)

***KPOP DEMON HUNTERS* SAJA BOYS LIGHT STICK**

(HASBRO | Ages 6 years & up | Retail Price: $14.99 Available at most major retailers starting 7/15/26)

This essential light-up accessory lets kids and fans alike express their Saja Boys fandom with pride! Makes a great addition to a *KPop Demon Hunters* costume or a perfect gift for girls and boys. And with IR sync recognition between 2 or more *KPop Demon Hunters* light sticks, kids can imagine attending their favorite group's concert together. Great for dancing along to "Soda Pop" or "Your Idol," this uniquely designed light stick is a must-have for any *KPop Demon Hunters* fan. (Each sold separately. Subject to availability.)

MONOPOLY *KPOP DEMON HUNTERS*

(HASBRO | Ages 8 years & up | For 2 to 6 players | Retail Price: $24.99 | Available at most major retailers starting 8/1/26)

Do it for the fans in the MONOPOLY: *KPop Demon Hunters Edition* game! Players can imagine putting their star power to the test as they rehearse at iconic venues to prepare for their big performance. Win awards and win over fans while hunting demons—and fellow players! The player with the most fans at the end of the game wins. This board game combines classic MONOPOLY gameplay with characters, locations, and themes from the hit Netflix animated film. It's a fun family game for kids and adults to enjoy as a cozy 2 player game or party game with up to 6 people. Break out this MONOPOLY game for game nights, vacations, holidays, and more! *KPop Demon Hunters* toys and games are also cool holiday and birthday gifts for kids ages 8+, tweens, teens, and adults.