

**2025-26 Topps “Now” Set of 214
(numbered from 1-204) + 10 Rookie
Collection Stickers Sub Set (numbered
as RC-1 to RC-10). The numbered out
of 1 Gold Ice Parallel, the numbered
out of 5 Red Ice Parallel and
numbered out of 10 Black Ice Parallel
Insert stickers are not considered part
of the set. For the Rookie Collection 10
Sticker Sub Set, they made 1 more
Parallel variation which they called
“Unnumbered Parallels” and were
used in lieu of a Gold Ice, Red Ice or
Black Ice “lucky hit” per pack of 10 .**

**2025-26 Topps “Now” Set of 214 (204 loose
stickers coming from 34 weeks plus 10
Rookie Collection Sub-Set Stickers) +**

Numbered out of 1 Gold Ice Parallel Insert stickers, out of 5 Red Parallel stickers and out of 10 Black Ice Parallel and the “Unnumbered Parallel” stickers from the Rookie Sticker Collection (ALL are not considered part of the set)

4 Key Rookie (RC) Stickers

Matthew Schaefer, Beckett Sennecke, Porter Martone and Brandon Bussi.

Sticker History from 2025 Topps “Now”

The idea for the 2025-26 NHL season sticker series was to capture events as they happened “week by week” and to highlight the notable accomplishments as they happened. This is the Seventh Edition of the NHL Topps “Now” sticker set.

The number of stickers produced in cellophane packages each week were a consistent 6 stickers per week for 34 consecutive weeks from Game 1 of the Regular Season to the last game of the Stanley Cup Finals. You could order them directly from Topps.com during a 7 day window, then they would be “sold out”, at Topps.com. After a day to a week of being sold out, Topps.com would then announce the “print run” for each sticker and then after that, show that same “sticker” in their “archives”. A novel idea as this would add some true collectability to these as a more “limited” sticker product.

Inserted in random packs, and advertised on topps.com, they inserted a numbered out of 1 “Gold Ice” parallel of each sticker made as well as an out of 5 “Red Ice” parallel and an out of 10 “Blue Ice” parallel of each sticker made. As noted above, the Rookie Collection sub-set had an extra level of parallel called “Unnumbered Parallels”. All of these “Ice” parallel stickers will be considered an “Insert” and not part of the regular Master Set of 214.

A total of 34 weeks of stickers were produced (plus an extra set of 10 Rookie Collection stickers in week 25) from the start of the regular season in October 2025 going until mid June 2026 ending with the Stanley Cup Finals. 214 regular stickers were produced in total for this series.

For this year's series, the price per pack was consistent each week at \$14.99 USD plus shipping (this was an increase of \$4 per pack of 5 from 2024-25.. A 36% increase from 2024-25) for 5 of the same player (now costing about \$3.00 USD plus shipping per sticker card). The Rookie Collection sub-set of 10 stickers was available for \$34.99 plus shipping (\$3.50 USD per sticker). They no longer offered one of each sticker for the week in its own cellophane package. When you purchased larger multiples (than 5) of a player, you could get a small discount of \$0.50 off per sticker if you purchased 20 of that same sticker.

Assuming you were able to grab these packs for market price when they were released, your cost

to build a complete set would have been about \$850-\$925 USD including the cost of shipping.

Sticker Facts

The size of each full sticker is 7.3 cm X 5.3 cm (2.88 in X 2.1 in). There were 34 different weeks. Each sticker cost about \$3 USD each (Rookie Collection week was \$3.50 USD per sticker) (plus shipping). Topps sold them as a pack of 5 of the same player for \$14.99.

The “Ice” parallel inserts were not clearly labeled at the back of the clear packages as “Ice”. When you looked at the back of the package, the “Ice” parallel sticker was numbered in the same way as the back of the regular issue of that sticker was.

From sticker #1-204 and RC-1-10, the “Ice” parallel stickers came alone in their own wrapped cellophane package.

There was also no rhyme or reason on if you received an “Unnumbered Parallel or an “Ice” parallel sticker and which level you would receive.

There was NO sticker album made for this series.

The 2026 Stanley Cup winners were the Carolina Hurricanes. Jordan Staal won the Conn Smythe Trophy as the NHL Playoffs MVP.

Print Run Numbers from 2025-26 Topps “Now” Set:

They listed Print Runs by player and not by week for the fourth year in a row for the 2025-26 series of Topps “Now”.

Highest Print Run by Player

Week 29 Matthew Schaefer #171 with 5,450 produced.

Lowest Print Run by Player

Week 12 Kyle Connor #69 with only 65 produced.

Print Run Range

(Highest) 5,450 Matthew Schaefer - (Lowest) 65 for Kyle Connor= 5,385 difference.

Why is a COMPLETE set of 2025-26 Topps “Now” going to be challenging to find or finish?

There can only ever be a maximum of (65) complete base sets that exist for the 2025 Topps Now sticker series. By purchasing a "set" of 2025 NHL Topps “Now” stickers, you'd have a product that there'd be only 64 more in existence. A 1 of 65 if you will.

Season Facts

This was the 109th season of operation of the NHL (108th of play). Matthew Schaefer was the 1st overall draft pick and played for the New York Islanders.

Expansion Notes

The new franchise in Salt Lake City Utah now goes by the "Utah Mammoth" in their second year of operation in the 2025-26 NHL season.