



Toy Fair 2023 Talking Points
Last update: September 27, 2023

OFFICIAL HASHTAG: #toyfairlife

General Info

EVENT:	Toy Fair® <i>Reimagining Play for a New Day</i>
OWNER:	The Toy Association™, Inc. (toyassociation.org)
SHOW DATES:	Saturday, September 30, to Monday, October 2, 9 a.m. – 6 p.m. Tuesday, October 3, 9 a.m. – 4 p.m.
WHERE:	Javits Convention Center 655 W. 34 th Street, New York, NY 11 th Avenue between W. 34 th and W. 40 th Streets

PARTICIPATION (*pre-registered as of September 27, 2023*):

- **9,000+** registrants (including retailers, distributors, wholesalers, and trade guests) from **99** countries
- Veteran and first-time exhibitors from **37** countries
- Buyers from **24** of the **Top 25 Toy Sellers in the U.S.***, mid-mass chains, and specialty outlets spanning all **50** states and **78** countries and territories and counting.

EXHIBIT SPACE: The equivalent of nearly **8 football fields filled with toys.**

SHOWROOMS: Location listings available in the free-to-download Toy Fair Mobile app

**Source: Circana*

Toy Fair Message Points

- Ahead of Santa Claus's grand entrance in a few short weeks, the toy industry is taking over NYC this week. At the Javits Convention Center and across the city, more than 1,000 global toy companies are showcasing the products that will be the hottest toys under the tree this holiday and next year.
- As the largest toy show in the Western Hemisphere, Toy Fair is a massive celebration of play.

- This year’s marketplace is huge. The show is the equivalent of nearly 8 football fields filled with creative, innovative, and skill-building toys and games!
- Who comes to Toy Fair? The show is expected to attract attendees from nearly 100 countries. That includes toy inventors and designers, manufacturers, toy buyers from retailers of all sizes, wholesalers, importers, entertainment executives, and more. If someone is connected to the toy industry, they are probably in town this week!
- 384 companies are exhibiting at Toy Fair for the very first time!
- Toy Fair has a dedicated area for new exhibitors called the “Launch Pad.” It is a great place to see up-and-coming toy inventors as well as international companies looking to expand their product to the U.S. Located in Hall 1D of the Javits Center, Toy Fair first-timers represent 37 countries including Australia, China, Denmark, Ecuador, France, Greece, the Republic of Korea, Poland, Spain, Ukraine, the UK, and more.
- Showgoers will also have the opportunity to explore the influence of global trends and parallel industries on toys through Toy Fair’s new dedicated product zones, showcases, and pavilions, including:
 - The World of Toys Pavilion, in partnership with Spielwarenmesse eG, spotlighting brands and playthings from around the world;
 - a new “Hot for Holiday” display showing off buzz-worthy toys for this holiday;
 - and more!
- Toy Fair is important because play is important. Toys – which are the tools of play – promote the development of children’s cognitive, social, emotional, and fine and gross motor skills. Visit [TheGeniusofPlay.org](https://www.thegeniusofplay.org), The Toy Association’s consumer-facing website, to learn more about how toys and play help build lifelong skills for all ages.

Industry Sales Data

- In the United States:
 - The average price of a toy is \$12.68.
 - The estimated three billion* units sold across the nation each year generate approximately \$40 billion** in retail toy sales.
 - 2022 ended with a .2 percent decline in overall U.S. toy sales, according to Circana, which covers 76 percent of the U.S. toys market. While the sales remained relatively flat in 2022, the market grew 33 percent in 2022 compared to 2019. U.S. market size for the total toy industry for 2022, projected to 100 percent of the market, was approximately \$40 billion, according to The NPD Group Checkout.
 - Plush, Explorative & Other Toys, and Building Sets were at the top of the growth list for 2022, while Outdoor & Sports Toys outperformed the market despite the declines.

Based on data provided by The Toy Association’s Economic Impact Report, Circana** and/or the U.S. Department of Commerce*

Industry Economic Impact Data*

- The toy industry's total annual economic impact in the United States is calculated at \$102.8 billion.
- From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports an estimated 573,379 jobs (FTE) generating \$33.8 billion in wages for U.S. workers.
- The toy industry also generates \$11.1 billion in tax revenue each year (combined state and federal taxes).
- 84 cents of every U.S. retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).
- 94.6% of toy manufacturers, wholesalers, and distributors in the United States are small businesses.

** Economic Impact of the Toy Industry in the United States produced by John Dunham and Associates for The Toy Association. All data cited as of July 2023.*

General Statements on Toy Safety

- Safety is the toy industry's number one priority.
- The toy industry works year-round with medical experts, consumer groups, government regulators, and others to ensure that our tough U.S. toy safety standards continue to keep children safe.
- All toys sold in the U.S., whether in stores or online, must conform to over 100 stringent U.S. safety and environmental requirements.
- Families can visit [PlaySafe.org](https://www.play-safe.org) to get the most up-to-date information and tips on fun and safe play.
- Toys are consistently ranked among the safest of 15 consumer product categories commonly found in the home.
- Proper use and adult supervision can go a long way toward ensuring safe and fun play.

ONLINE RESOURCES

Official show releases, exhibitor releases:	Online Press Room
Show information, photos, and videos:	ToyFairNY.com
Toy Fair hashtag:	#ToyFairLife
Toy Fair social media:	Facebook and Twitter
The Toy Association social media:	Facebook , LinkedIn , and X (formerly Twitter)
The Toy Association:	ToyAssociation.org
Additional Toy Association resources:	thegeniusofplay.org / PlaySafe.org