

General Info

EVENT: Toy Fair®

OWNER: The Toy Association™, Inc.
(toyassociation.org)

SHOW DATES: Saturday, March 1, to Monday, March 3, 9 a.m. – 6 p.m.
Tuesday, March 4, 9 a.m. – 4 p.m.

WHERE: Javits Convention Center
655 W. 34th Street, New York, NY
11th Avenue between W. 34th and W. 40th Streets

PARTICIPATION (*pre-registered as of January 9, 2025*):

- Registrants (including retailers, distributors, wholesalers, and trade guests) from **76** countries and counting
- Veteran and first-time exhibitors from **70** countries and counting
- Buyers from **18** of the **Top 25 Toy Sellers in the U.S.***, mid-mass chains, and specialty outlets spanning **49 states** and **58** 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

- NYC is a playground this week! At the Javits Convention Center and across the city, hundreds of global toy companies are showcasing the products that will be under the tree this Christmas.
- 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 around the world. 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!

- 765 toy companies so far are exhibiting at Toy Fair 2025 with 217 exhibitors here 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.
- Showgoers will also have the opportunity to explore the influence of global trends and parallel industries on toys through Toy Fair’s dedicated product zones, showcases, and pavilions, including:
 - The Freshman Connect Showcase, spotlighting first-time exhibitors;
 - a “Hot for Holiday” display showing off buzz-worthy toys for the 2025 holiday season;
 - 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 estimated three billion* units sold across the nation each year generate approximately \$41 billion** in retail toy sales.
 - 2023 ended with an 8 percent decline in overall U.S. toy sales, according to Circana, which covers 76 percent of the U.S. toys market. While sales declined in 2023, the market grew 26 percent in 2023 compared to 2019.
 - Building Toys and Plush were at the top of the growth list for 2023, while Outdoor & Sports Toys continues to be the largest category at \$4.5 billion 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 \$157.5 billion.
- From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports an estimated 667,241 jobs (FTE) generating \$42.1 billion in wages for U.S. workers.
- The toy industry also generates \$19 billion in tax revenue each year (combined state and federal taxes).
- 96.3% 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 September 2024.*

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