

TOYS ARE THE TOOLS OF PLAY



Regular play benefits children's health and well-being and builds the foundations for adult life. As recognized by the UN, it is every child's right.

Designed by FUEL in July 2017



Toy Industries of Europe (TIE) is the voice of the reputable toy manufacturers in Europe.

Members of TIE include international companies as well as national associations from Bulgaria, Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden and the UK.



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NOTE: THE FIGURES COME FROM AN INDEPENDENT STUDY CARRIED OUT BY IDEA CONSULT ON BEHALF OF TOY INDUSTRIES OF EUROPE (TIE) IN 2017 AND FROM THE DATA PROVIDED BY THE NPD GROUP.



# THE EUROPEAN TOY INDUSTRY

## FACTS AND FIGURES 2017



2  
99% of the EU's 5,600 toy companies are SMEs  
Most have less than 10 members of staff

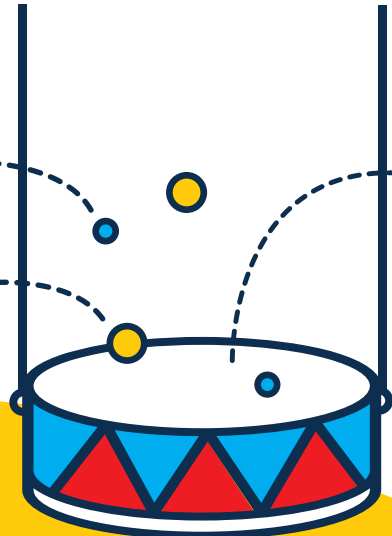


4  
**A dynamic and innovative industry**  
Around 1/3 of toys on the market each year are newly developed products

3  
500 new companies have joined the sector since 2013



1  
**Almost 60,000 people work in the EU toy sector**  
Over 130,000 workers have an indirect role to play



5  
**An international player**  
€1.91 billion toys were exported from the EU in 2016  
The EU imported €9.10 billion toys from around the world

6  
**€18 billion toys were sold in 2016**  
Online sales are increasing - over 1 in every 4 toys in some countries



7  
**Popularity of building sets, games and outdoor toys is growing fast**

8  
Pre-school toys were the biggest category in 2016

