



Toy Fair 2018 Talking Points
Last update: February 6, 2018

OFFICIAL HASHTAG: #TFNY

General Info

EVENT:	115 th North American International Toy Fair™ <i>The largest toy, game, and youth product marketplace in the Western Hemisphere</i>		
OWNER:	The Toy Association, Inc. (www.toyassociation.org)		
SHOW DATES:	Saturday, February 17	9 a.m. – 6 p.m.	
	Sunday and Monday, February 18 and 19	9 a.m. – 6 p.m.	
	Tuesday, February 20	9 a.m. – 4 p.m.	
WHERE:	Jacob K. 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 February 6, 2018)	1,047 total exhibitors from 31 countries 158 first-time exhibitors 7,559 registered buyers representing more than 3,100 unique retail outlets 24 of the top 25 Toy Sellers* representing the \$27 billion domestic U.S. toy industry *As of 2016 This year, Toy Fair is expected to attract more than 30,000 registrants (including more than 10,000 retailers, wholesalers, importers, buying groups, and trade guests) from more than 100 countries.		
EXHIBIT SPACE:	443,400 net square feet on-site at the Javits Convention Center		
SHOWROOMS:	Locations listed in the Exhibitor Locator Guide (available on-site)		

Toy Fair Message Points

- NYC is a playground this week! At the Javits Convention Center and across the city, more than 1,000 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.
- The show is the equivalent to more than seven football fields filled with creative, innovative, and skill-building toys and games!
- Although Toy Fair is not open to the public – it is a trade event – we are giving a sneak peek at what’s happening inside! Families who want hands-on access to their favorite toys and brands will have to wait until November when The Toy Association’s consumer event, [Play Fair](#), returns to the Javits Center.
- Who comes to Toy Fair? The show is expected to attract more than 30,000 attendees from over 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!
- More than 1,000 toy companies from around the world are exhibiting at Toy Fair 2018 – over 150 exhibitors are 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. Launch Pad is located in Hall 1E of the Javits Center. Toy Fair first-timers represent 16 countries including Canada, China, France, Israel, Japan, Poland, Turkey, South Africa, and the United Kingdom.
- 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 www.TheGeniusofPlay.org to learn more about how toys and play help build lifelong skills.

(RESPONSES TO INDUSTRY PERFORMANCE)

- U.S. toy and game sales rose by 1 percent in 2017, according to The NPD Group. It was another positive year for the toy industry, despite a challenging retail environment. In 2017, sales in the All Other Toys super-category jumped 15 percent, aided by collectibles, fidget toys, and slime. Plush sales rose 8 percent while Dolls rose 4 percent. Additionally, Games and Puzzles, Outdoor and Sports Toys, and Infant/Toddler/Preschool toys saw positive growth in 2017.
- Collectibles continue to lead growth in the industry. Sales jumped 11 percent in 2017 and represented 10 percent of the U.S. industry’s total dollars, helped by L.O.L. Surprise!, Hatchimals, Fingerlings, and DC Comics collectible items.
- From board games and dolls to outdoor toys and e-connected playthings, the toy industry is churning out an incredibly diverse array of products for kids to play with!
- A well-rounded day of play is important for families. There is room for both traditional toys *and* digital playthings to help balance the play experience.

Trend Teases

The Toy Association Trends Team will host a Toy Trends Briefing on Sunday, February 18 at 4 p.m. in Room 1E09 to review the top trends of 2018 using product examples from the show floor. The event is free and open to all. Here is an overview of some of the trends The Toy Association will be addressing at Toy Fair:

- Kids' obsession with live "unboxing" events on YouTube and other social media is having a real influence in the toy aisle. The act of removing a surprise toy from a blind bag (or a larger toy from its packaging) has become just as exciting as the toy itself. This is adding to the fun of getting a toy – and extending the popularity of the collectibles category. Kids are really getting into the "hunt" for rare or limited-edition toys, as well as sharing and trading them with friends.
- Family-friendly movies continue to dominate the box office and 2018 will be no exception. With movies such as *Aquaman*, *A Wrinkle in Time*, *The Incredibles 2*, *Peter Rabbit*, *Wreck-It Ralph 2*, *Jurassic World: Fallen Kingdom*, *Hotel Transylvania 3: Summer Vacation*, *Madagascar 4*, *The Nutcracker and the Four Realms*, *Mary Poppins Returns*, and *How the Grinch Stole Christmas* coming to the big screen this year in addition to new TV shows that will influence fresh creative toy lines, licensed playthings will continue to be a big driver of toy sales. In 2017, licensed toys made up 28 percent of all toys sold in the U.S., according to The NPD Group.
- "Play with a purpose" is a buzz-phrase that is resonating among parents and educators. The toy industry has answered the call for teaching toys in a major way. These toys range from educational toddler toys that teach the alphabet and coding, to toys that reinforce high-level topics for older children such as Science, Technology, Robotics, Engineering, Arts, and Math (STREAM) concepts. It's important to note that this trend is not just about lessons learned in school, but also applies to toys that teach kids how to make the world a better place – by being responsible citizens, kind to others, and accepting of (and interested in) different cultures.
- Don't underestimate the power of traditional play. Role-play toys, board games, and puzzles are just a few examples of traditional playthings that drive creativity and open-ended play in kids, and support the healthy development of lifelong cognitive, physical, social, and emotional skills.

Industry Sales Data

Based on data provided by The NPD Group and/or the U.S. Department of Commerce

- In the United States:
 - The average price of a toy is around \$10.
 - The estimated three billion units sold across the nation each year generate approximately \$27 billion in direct toy sales.

- 2017 ended with a 1 percent increase in overall U.S. toy sales, according to The NPD Group. Growth categories included: All Other Toys (+15 percent), Plush (+8 percent), Dolls (+4 percent), Games and Puzzles (+3 percent), Infant/Toddler/Preschool toys (+1 percent), Youth Electronics (+1 percent), and Outdoor & Sports Toys (+1 percent).
- Interesting to note: The collectibles category is a leader of growth in the industry. Sales jumped 11 percent in 2017 and represented 10 percent of the U.S. industry's total dollars, helped by L.O.L. Surprise!, Hatchimals, and DC Comics collectible items.
- The top three toy properties in the U.S. for 2017 were Nerf, Star Wars, and Barbie.

Industry Economic Impact Data*

- The toy industry's total annual economic impact in the United States is calculated at \$107.5 billion.
- From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports an estimated 677,258 jobs (FTE) generating more than \$34.2 billion in wages for U.S. workers.
- The toy industry also generates \$14.6 billion in tax revenue each year (combined state taxes of \$6.2 billion; combined federal taxes of \$8.4 billion).
- Up to 82 percent of retail sales dollars remain in the United States as a result of U.S. domestic operations (e.g., production plus wholesale and retail).

**Economic Impact of the Toy Industry in the United States (2017). All data cited as of August 2017.*

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., no matter where they are produced, must conform to stringent U.S. safety and environmental requirements.
- Consumers have every reason to trust the safety of toys.
- Families can visit www.PlaySafe.org to get updated 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:

#TFNY

Toy Fair social media:

[Facebook](#) and [Twitter](#)

The Toy Association social media:

[Facebook](#) and [Twitter](#)

The Toy Association:

ToyAssociation.org

Additional Toy Association resources:

thegeniusofplay.org / PlaySafe.org