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| TIA logo - low res | **Toy Fair 2017 Talking Points**  Last update: February 2, 2017  **Official Hashtag: #TFNY** |

**General Info**

**EVENT:** 114th North American International Toy Fair™

*The largest toy, game, and youth product marketplace in the Western Hemisphere*

**OWNER:** Toy Industry Association  
([www.toyassociation.org](http://www.toyassociation.org))

**SHOW DATES:** Saturday, February 18 9 a.m. – 6 p.m.

Sunday and Monday, February 19 and 20 9 a.m. – 6 p.m.

Tuesday, February 21 9 a.m. – 4 p.m.

**WHERE:** Jacob K. Javits Convention Center  
655 W. 34th Street, New York, NY

11th Avenue between W 34th and W 40th Streets

**PARTICIPATION: 1,126** total exhibitors from **31** countries

(Pre-registered as of

February 2, 2017) **103** first-time exhibitors   
  
 **11,000** registeredbuyers representing more than **4,000** of unique retail outlets  
  
 **21 of the top 25 Toy Sellers** representing the **$26 billion** domestic U.S. toy   
 industry

This year, Toy Fair will attract more than **30,000** registrants (including nearly **13,000** retailers, wholesalers, importers, buying groups, and trade guests) from more than **100** countries.

**EXHIBIT SPACE: 443,000** 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 1,100 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 bigger than ever. 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 insider access to their favorite toys and brands will have to wait until November, when TIA’s consumer event, [Play Fair](http://playfairny.com/), opens its doors at the Javits Center.
* Who comes to Toy Fair? There are more than 30,000 attendees from over 100 countries. That’s 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 1,100 toy companies from around the world are exhibiting at Toy Fair 2017 – approximately 100 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 new up-and-coming toy inventors as well as international companies looking to expand their product to the U.S. Located in Hall 1E of the Javits Center, Toy Fair first-timers represent 17 countries including Belgium, Canada, France, Germany, Hong Kong, Japan, the UK, and Poland.
* Toy Fair is important because playis 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](http://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 5 percent in 2016, according to NPD. This speaks to the innovation and creativity of the industry. Collectibles were a top contributor to the industry’s growth. Sales jumped 33 percent and represented 9 percent of the industry’s total dollars. Additionally, games and puzzles, dolls, and outdoor sports and toys were the top three performing super-categories, each posting double-digit sales growth in 2016 compared to 2015.
* 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 round out the play experience.

**Trend Teases**

*The TIA Trends Team will host a Toy Trends Briefing on Sunday, February 19th at 4 p.m. in Room 1E09 to review all the top trends of 2017, using product examples from the show floor. The event is free and open to all. Here is an overview of some of the trends TIA will be addressing at Toy Fair:*

* Toy companies continue to innovate with cutting-edge technology. Virtual reality and augmented reality, the “Internet of Things,” and robotics are just a few examples of trending technologies that toymakers are incorporating into toys and games, while fostering open-ended, skill-building play.
* With a slate of family-friendly movies coming to the big screen in 2017, licensing will continue to be a big driver of toy sales. *Beauty and the Beast*, *Smurfs: The Lost Village*, *Spider-Man: Homecoming*, and the *LEGO Batman* movie are just a few of the exciting movies that will bring licensed playthings to life.
* Toys that teach or reinforce **S**cience, **T**echnology, **E**ngineering, **A**rts, and **M**ath are incredibly well-received by consumers. But educational toys are expanding from STEM to STEAM to STREAM, with the **R** representing Robotics, and will continue to be a hot trend for 2017.
* 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 $26 billion in direct toy sales.
  + 2016 ended with a 5 percent increase in overall U.S. toy sales, according to The NPD Group. Growth categories included: games and puzzles (+18%), dolls (+10%), outdoor and sports toys (+10%), plush (+6%), infant and toddler preschool toys (+3%), youth electronics (+3%), and vehicles (+1%).
  + Interesting to note: Collectibles were a top contributor to the industry’s 2016 growth, with sales growing 33 percent to reach $1.8 billion. Collectibles represented 9 percent of total toy industry dollars. Among NPD super-categories, outdoor sports and toys had the largest dollar amount increase at $328 million.

**Industry Economic Impact Data\***

* The toy industry’s total annual economic impact in the United States is calculated at $80.25 billion.
* From toy inventors to store clerks in every state from Alabama to Wyoming, the toy industry supports an estimated 504,344 jobs (FTE) generating more than $25 billion in wages for U.S. workers.
* The toy industry also generates $10 billion in tax revenue each year (combined state taxes of $4.46 billion; combined federal taxes of $5.81 billion).
* Up to 80% 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 (2015). All data cited as of January 2015.

**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 tough U.S. safety and environmental requirements.
* Consumers have every reason to trust the safety of toys.
* Families can visit [www.PlaySafe.org](http://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**](http://toyfair.vporoom.com/)

Show information, photos and videos: [**ToyFairNY.com**](http://www.toyfairny.com/)

Toy Fair hashtag: **#TFNY**

Toy Fair social media: [**Facebook**](https://www.facebook.com/ToyIndustryAssociation/) **and** [**Twitter**](https://twitter.com/toyfairny)

TIA social media: [**Facebook**](https://www.facebook.com/ToyIndustryAssociation/) **and** [**Twitter**](https://twitter.com/ToyIndustryAssn)

Toy Industry Association: [**ToyAssociation.org**](http://www.ToyAssociation.org)Additional TIA resources about toys and play: [**thegeniusofplay.org**](http://www.thegeniusofplay.org/) **/** [**PlaySafe.org**](http://www.ToyInfo.org)