The Economic Impact of the Toy Industry

Summary

Arizona

The toy industry is a powerful economic engine helping to fuel the U.S. economy and supporting quality U.S. jobs. The industry is committed to providing safe, educational, fun and affordable toys to inspire children to learn and play.

$1.4B
in annual economic impact[1]

10,728
American jobs supported[2]

94.4%
toy manufacturers, wholesalers, and distributors are small businesses.

3 billion
toys sold annually in the U.S.

$40B*
generated annually in direct U.S. retail toy sales with the average price of a toy selling for $13.**

84¢ of every retail dollar
remains in the U.S. as the result of domestic operations

52% of the more than **$25.5B**
that toy companies invest annually in production *(e.g. salaries, benefits, and material costs)* remain in the U.S.

$98,300
average annual salary of toy industry employee in U.S.

NATIONAL IMPACT	
in annual economic impact	$102.8B
American jobs supported	573,379
percent small businesses	94.6%

This report is a component of the larger study, Economic Impact of the Toy Industry in the United States, 2022, produced by John Dunham & Associates for the Toy Association (www.toyassociation.org)
Revised June 2023.

BREAKDOWN BY CATEGORY	JOBS (FTE)	WAGES[3]	ECONOMIC IMPACT
Direct *Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.*	**5,351**	**$186.0M**	**$495.1M**
Indirect *Suppliers of raw materials, components and services to "Direct" manufacturers, wholesalers, distributors and retailers.*	**2,310**	**$141.4M**	**$451.8M**
Induced *Local businesses that are supported by the re-spending of "Direct" and "Indirect" businesses (calculated using an input/output model of the United States)*	**3,067**	**$156.7M**	**$468.1M**
TOTAL	**10,728**	**$484.1M**	**$1.4B**

ADDITIONAL INFORMATION

Edward Desmond
Executive Vice President, Global
Government & Regulatory Affairs
The Toy Association

E: edesmond@toyassociation.org
T: (202) 459-0359

*Source: The NPD Group/Checkout/US/Jan-Dec 2022

**Source: The NPD Group/Retail Tracking Service/US/Jan-Dec 2022. Rounded to nearest dollar.

1 "Economic Impact" is the value of production by industry in a given geographic area.

2 Estimated Full Time Equivalent (FTE) jobs. In addition to direct employees of toy manufacturers, wholesalers and distributors, this figure also includes all retailers that sell toys as some component of its total product assortment. Toy-related retailer employment is calculated by multiplying total employees by the retailer's share of toy sales.

3 Wage data includes all income paid to workers by employers (e.g., cash wages along with health and life insurance payments, retirement payments and other non-cash compensation).