# Economic Impact of the Toy Industry in the United States


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**Additional Information**

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<th>Breakdown by Category</th>
<th>Jobs (FTE)</th>
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| **Direct**  
Manufacturers, wholesalers, distributors and retailers of toys and similar children’s products. | 2,615 | $67.5M | $192.3M |
| **Indirect**  
Suppliers of raw materials, components and services to “Direct” manufacturers, wholesalers, distributors and retailers. | 808 | $43.4M | $148.2M |
| **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) | 957 | $44.1M | $148.3M |
| **Total** | 4,380 | $155.1M | $488.7M |

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1. 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.
2. 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).
3. “Taxes” includes business and employment taxes but does not include sales taxes paid on toys at retail by consumers. State and Federal taxes have been combined.
4. “Economic Impact” is the value of production by industry in a given geographic area.