The Economic Impact of the Toy Industry

Summary

Georgia

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.

**NATIONAL IMPACT**

- **$2.1B** in annual economic impact¹
- **13,868** American jobs supported²
- **95.0%** 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.

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¹ Includes the full toy economic value chain: manufacturers, wholesalers, and distributors.
² Does not include wholesale and retail jobs.
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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.
<table>
<thead>
<tr>
<th>BREAKDOWN BY CATEGORY</th>
<th>JOBS (FTE)</th>
<th>WAGES(^3)</th>
<th>ECONOMIC IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.</td>
<td>6,232</td>
<td>$237.5M</td>
<td>$584.9M</td>
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<tr>
<td>Indirect</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suppliers of raw materials, components and services to “Direct” manufacturers, wholesalers, distributors and retailers.</td>
<td>3,854</td>
<td>$247.4M</td>
<td>$924.4M</td>
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<tr>
<td>Induced</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Local businesses that are supported by the re-spending of “Direct” and “Indirect” businesses (calculated using an input/output model of the United States)</td>
<td>3,782</td>
<td>$195.9M</td>
<td>$633.9M</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>13,868</td>
<td>$680.8M</td>
<td>$2.1B</td>
</tr>
</tbody>
</table>

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


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).