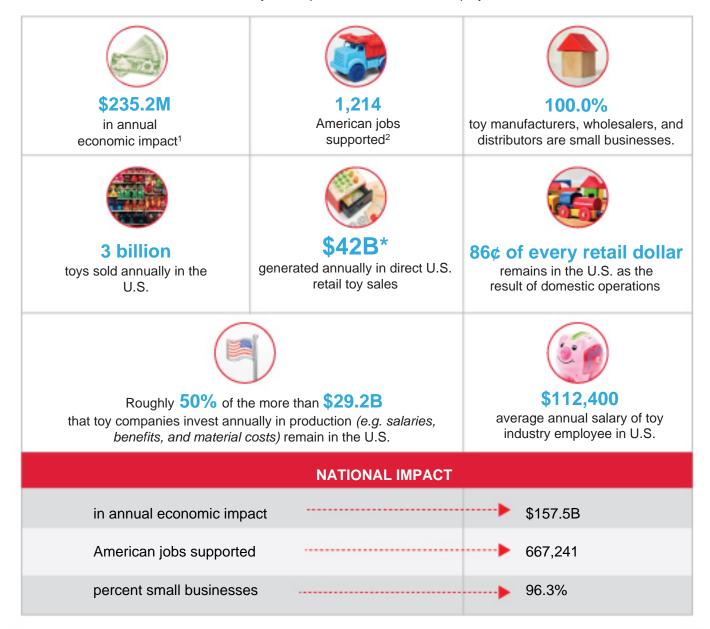


The Economic Impact of the Toy Industry Summary New Mexico

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.



This report is a component of the larger study, Economic Impact of the Toy Industry in the United States, 2024, produced by John Dunham & Associates for the Toy Association (www.toyassociation.org)

BREAKDOWNBYCATEGORY	JOBS (FTE)	WAGES ³	ECONOMIC IMPACT
Direct Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.	555	\$14.1M	\$78.9M
Indirect Suppliers of raw materials, components and services to "Direct" manufacturers, wholesalers, distributors and retailers.	313	\$16.8M	\$80.4M
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)	346	\$14.9M	\$75.8M
TOTAL	1,214	\$45.8M	\$235.2M

ADDITIONAL INFORMATION

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*Source: Circana, LLC, Checkout Sales Tracking, Toys, January – December 2024.

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).