



ACTI Newsletter (November 2021)

Toys Industry Trends

The COVID-19 pandemic continues to interrupt economic and social activities around the world, while consumers' demand for toys stays and the global toys industry remains robust. As E-commerce is becoming more common under the new normal, safety of toys sold through online marketplaces is put under the spotlight.

Global Trend

Global Toys Industry Expectations in the Fourth Quarter

22 October 2021

The toys market in the G13 was up 12% in value by the end of September 2021 compared to same period last year, and compared to two years ago, sales were up 27%. [Learn More](#)

United Kingdom

Regulating Online Marketplaces, Preventing Third Parties Selling Unsafe Toys

27 October 2021

The British Toy and Hobby Association has published a report showing that the majority of toys from third party sellers sold in the UK through online marketplaces can choke, strangle, burn, poison and electrocute children. [Learn More](#)

United States

U.S. Toy Industry Sales Experience 11% Increase in the Third Quarter of 2021

29 October 2022

U.S. toy industry dollar sales increased 17% for January to September 2021, according to The NPD Group. Both unit sales and average selling price increased during the period, which were up 12% and 4% respectively. [Learn More](#)



Regulation and Safety Standards Updates

Amidst growing concern over product safety in global market, updated regulation and safety standards relevant to toys are rolled out in different countries.

Europe

First Database of Substances of Concern in Products Released

14 September 2021

The European Chemicals Agency published data of Substances of Concern in Products, allowing consumers to make more informed purchasing choices. [Learn More](#)

China

Regulations for the Supervision and Administration of Children's Cosmetics

8 October 2021

The National Medical Products Administration officially issued the Provisions on Supervision and Administration of Children's Cosmetics. Relevant regulations will come into effect from 1 January 2022. [Learn More](#)

What is Happening in Hong Kong?

A **Lifestyle Sourcing Show** will be launched by Hong Kong Trade Development Council (HKTDC) in December 2021, which is an online-merge-offline event helping exhibitors connect with buyers without boundaries. Toy is one of the themed categories in the show.

**LIFESTYLE
SOURCING SHOW** / **2021**
時尚採購匯
1-3/12 HKCEC
6-10/12 ONLINE

As part of the show, Hong Kong Toys Council (HKTC) has co-organised a pre-fair webinar of **Business Guide to Toys and Baby Products Industries** ([more details](#)) in collaboration with HKTDC and The Toys Manufacturers' Association of Hong Kong (TMHK), casting light on business opportunities in the post pandemic era, E-commerce solutions and licensing practices.

What is Happening in India?

The Toy Association of India's flagship event – **13th Toy Biz International Exhibition 2022** ([more details](#)) will be held in New Delhi from 1st July to 5th July 2022. Stay tuned!