TOYS for the Holidays

Total sales, value of shipments, or revenue for hobby, toy, and game stores in the United States¹



\$17.4B

Total sales, value of shipments, or revenue for dolls, toys, and game manufacturing in the United States¹





\$1.4B

Total value of U.S. imports of toys, games, and sports equipment²





\$4.3B

Total value of U.S. exports of toys, games, and sports equipment²



\$0.5B

¹ Annual Business Survey data.

² USA Trade Online.



U.S. Department of Commerce U.S. CENSUS BUREAU census.gov

Source: 2018 Annual Business Survey and USA Trade Online, September 2020, <www.census.gov/programs-surveys/abs/data/tables.html> and https://usatrade.census.gov/>