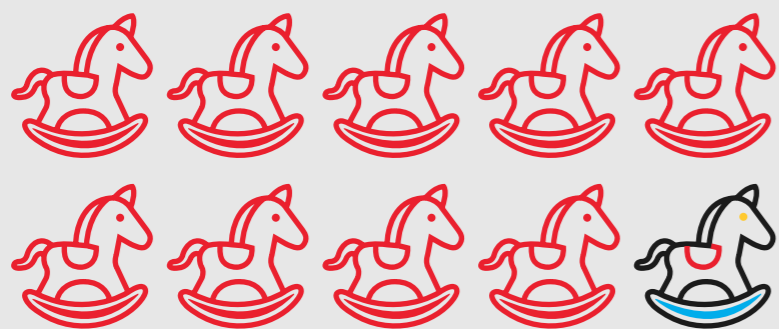
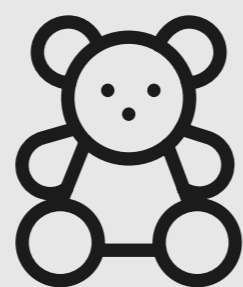


# 2025 DATA INSIGHTS: TOY SAFETY ON ONLINE MARKETPLACES

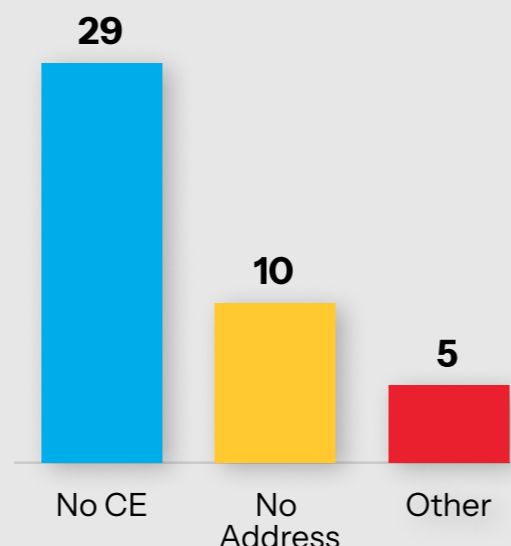
We bought toys from seven online platforms in the EU, focusing on unbranded toys and toys from unknown brands, sold by third-party sellers based outside the EU.



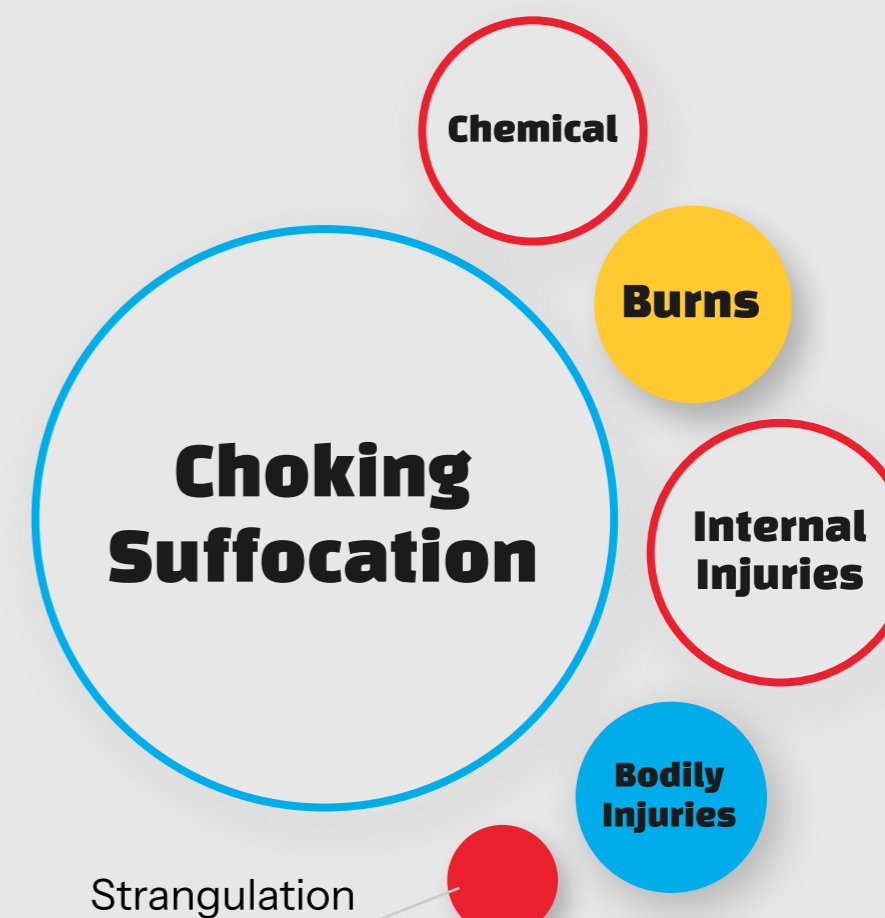
**9 out of 10 toys purchased from the tested online marketplaces were found to pose risks to children**



**70 TOYS WERE TESTED**

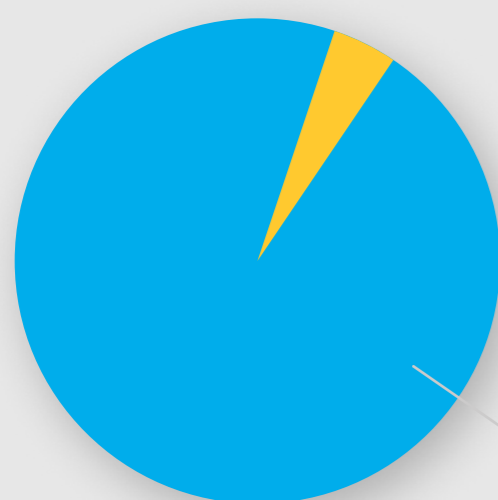


## Key Safety Risks Identified in Tested Toys

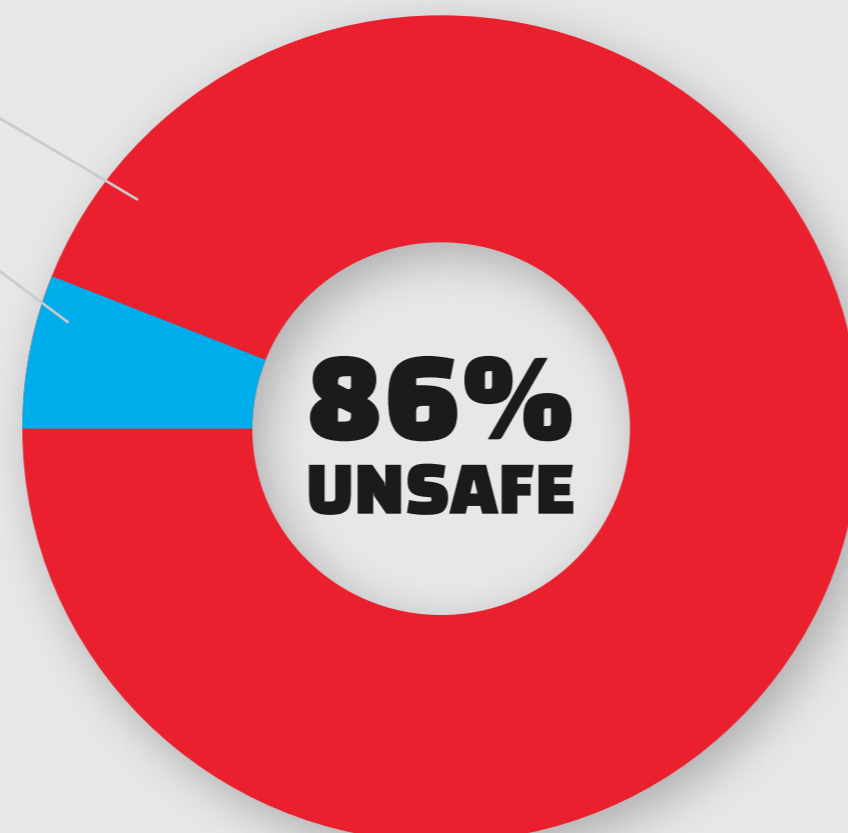


Toys with serious safety issues

No safety issue found



**96%**  
non-compliant with EU rules



## Toys with incorrect or missing markings and/or warnings

