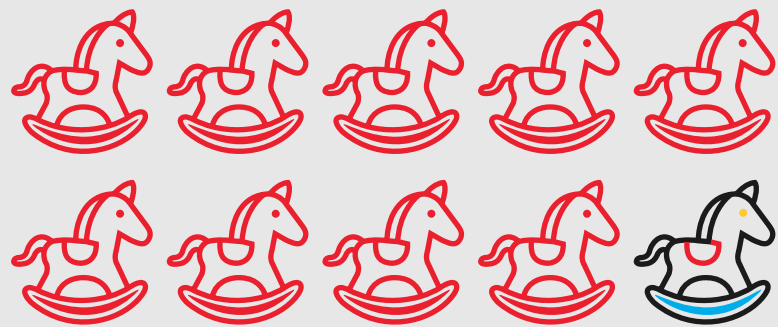
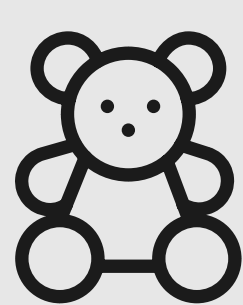


2025 DATA INSIGHTS: TOY SAFETY ON ONLINE MARKETPLACES

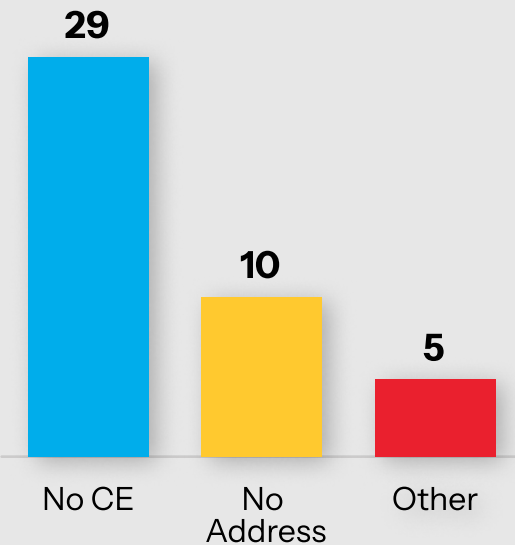
We bought toys from eight online platforms in the EU, focusing on unbranded toys and toys from unknown brands, sold by third-party sellers based outside the EU.



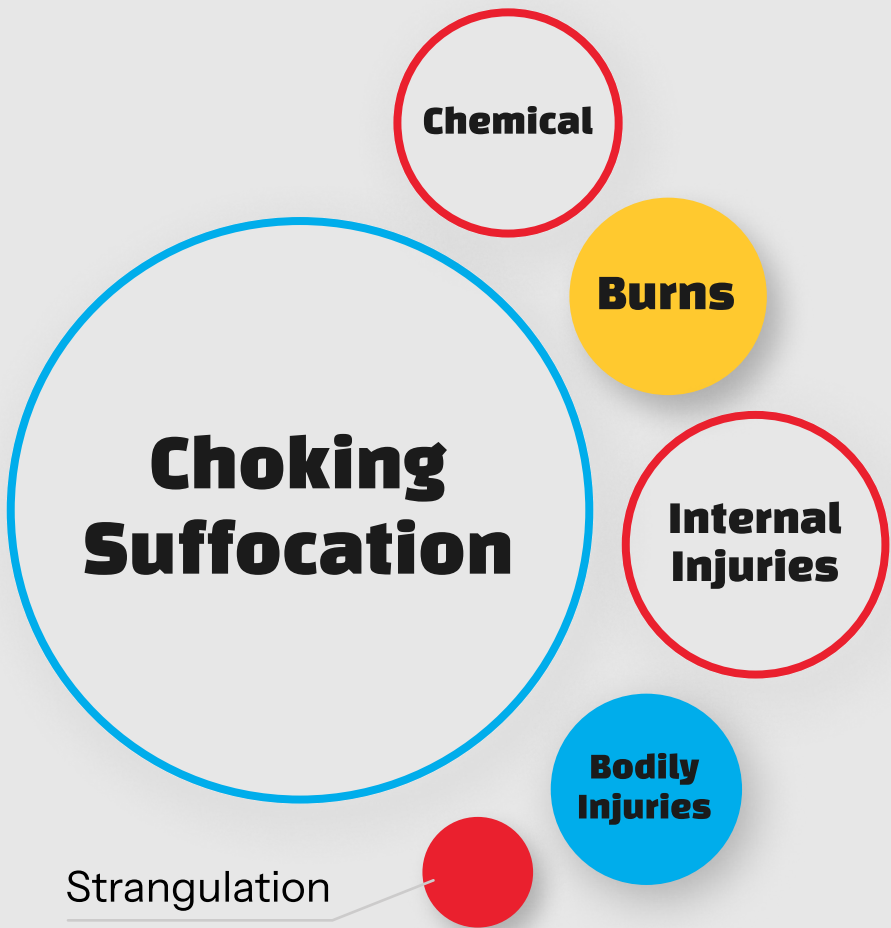
9 out of 10 toys purchased from the tested online marketplaces were found to pose risks to children



**70 TOYS
WERE
TESTED**



Key Safety Risks Identified in Tested Toys

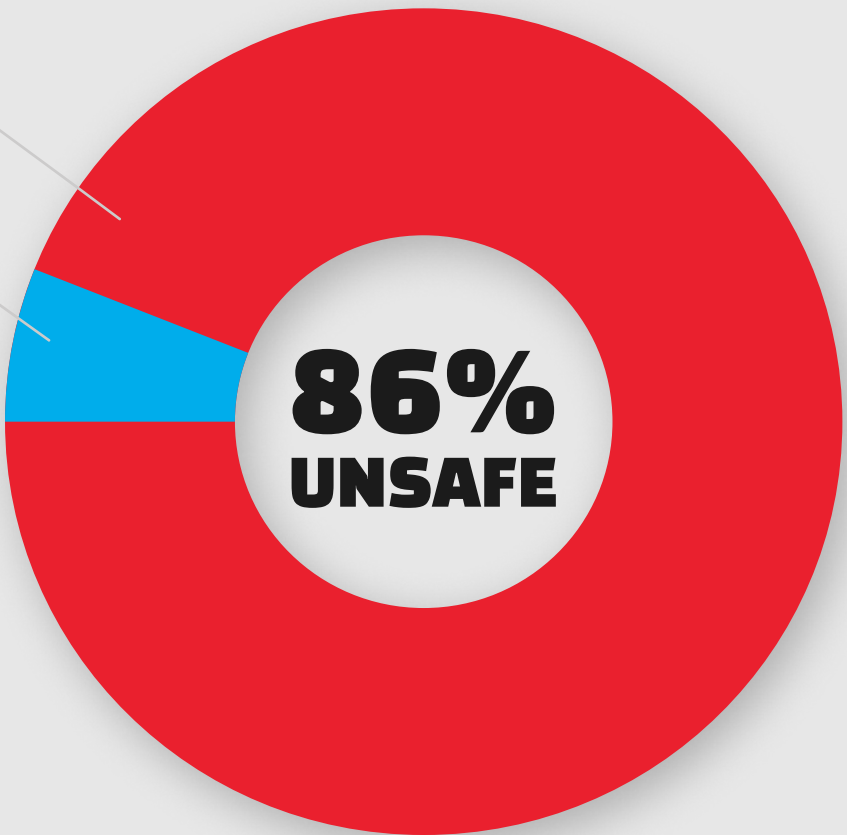


Toys with serious safety issues

No safety issues found



96%
non-compliant
with EU rules



Toys with incorrect or missing markings and/or warnings

