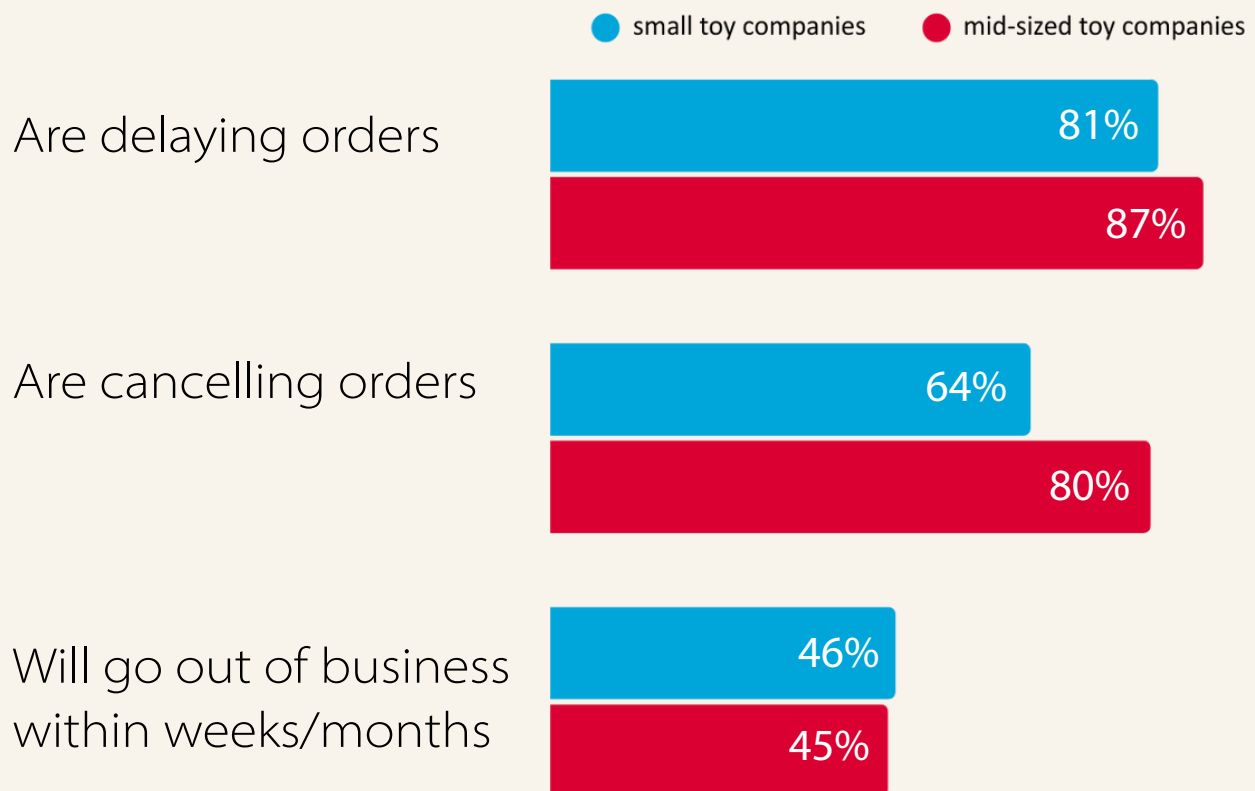


# IMPACT OF TARIFFS: U.S. TOY INDUSTRY

**96%** of American toy companies are small & mid-sized businesses. **~50%** of them say they will soon go out of business due to current U.S. tariff policy.

## CHRISTMAS 2025 AT RISK

Tariffs of 145% on Chinese imports have frozen the toy production supply chain, having a devastating impact on SMEs, many of whom are family owned...including high levels of cancelled orders and significant retail cancelled purchases, which will quickly result in loan defaults and bankruptcies.



\* Small toy manufacturers' revenues are <\$10 million.

\* Mid-sized toy manufacturers' revenues are <\$100 million.

Source: Toy Association Member Survey (April 2025); 410 SME respondents