

Data insights: toy safety on online marketplaces

OCTOBER 2024



102 toys

Toys with strong magnets, rattles, dolls, vehicles, projectile toys, electric toys, toy musical instruments, toys with cords, aquatic product/toys, plush toys, slimes

10 online marketplaces

80% unsafe

The mystery shopping exercise was conducted in the second half of this year across ten online marketplaces, targeting toys sold both from traders established within and outside the EU. In collaboration with national associations, we purchased more than 100 toys ensuring a diverse sample. To replicate typical consumer behaviour when searching for toys online, we used generic search terms selecting unbranded items from the first page of search results.

The exercise focused on toys sold by third-party sellers that were not branded or of an unknown brand. Toys from reputable brands—where someone is responsible for ensuring safety—were excluded. As a result, the findings do not reflect the overall situation for online sales, particularly on platforms that also sell toys from reputable brands. Independent laboratory tests assessed the toys for compliance with specific EU toy safety rules, including mechanical, chemical, and electrical hazards.

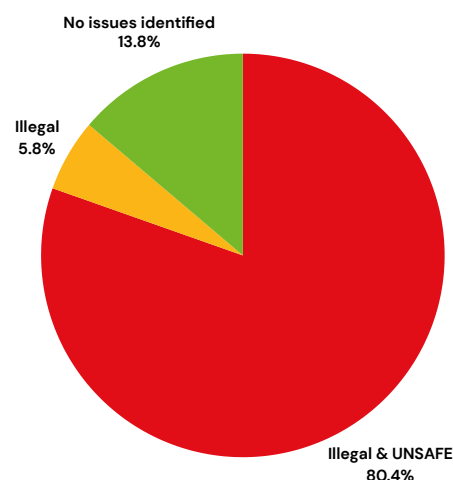
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Platform	Toys assessed
Allegro	9
AliExpress	14
Amazon Marketplace	20
Bol	5
Cdiscount	5
Fruugo	4
Light In The Box	5
Shein	10
Temu	25
Wish	5

Compliance



Risks

