

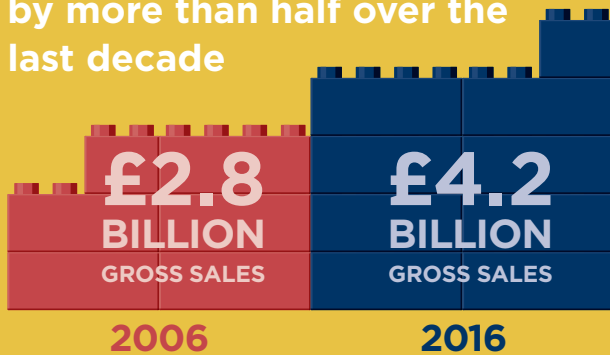
# THE ECONOMIC VALUE OF THE UK'S TOY & HOBBY SECTOR

BRITISH  
**TOY & HOBBY**  
ASSOCIATION

 OXFORD  
ECONOMICS



The market for games, toys and hobby equipment has grown by more than half over the last decade



**4,489**

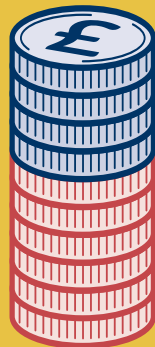
UK registrations of EU trademarks for games and toys since 2012, **19%** of all European registrations



**63,400** brand new toy lines were introduced to the UK market during 2016 (Source: NPD Group)

In 2016, the toy and hobby sector made a direct contribution to UK GDP of

**£1.4**  
BILLION ...



...with a total GDP impact of **£2.7** BILLION

**£1.4**  
BILLION

The sector's total tax contribution to the UK Exchequer during 2016...

... equivalent to the annual salaries of **19,600** doctors



In 2016, the sector directly employed **31,900** people itself ...



... with its total employment footprint reaching **50,800**

when including multiplier effects

In 2016, the UK imported games and toys worth

**£2.3** BILLION ...

... while exports reached

**£658** MILLION



In 2016, the UK was the largest toy market in Europe, and the fourth-largest in the world.

(Source: NPD Group)