Most imports of toys (US$ net) are to the United States, followed by the United Kingdom. Toys are fun but not necessities. Thus toy imports give an indication of disposable incomes.

The lowest imports of toys (US$ net) per person are to territories in Africa and also Tajikistan (in the Middle East). Central Africa, Southeastern Africa, Southern Asia and Northern Africa contain the poorest territories in the world.

The highest imports of toys (US$ net) per person are to territories in Western Europe, North America, Asia Pacific and Eastern Europe.

Territory size shows the proportion of worldwide net imports of toys (in US$) that are received there. Net imports are imports minus exports. When exports are larger than imports the territory is not shown.

“Is there a present that a child or family member just has to have and you can’t find it in any store?”

Kidsource, 2000

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