



CBP Seizes Nearly \$1 Million in Counterfeit Toys in FY 2020

During Quarter One of Fiscal Year (FY) 2020, CBP seized over **40** shipments of counterfeit toys. The seized goods are estimated to have a Manufacturer’s Suggested Retail Price (MSRP) of **nearly \$1 million**.

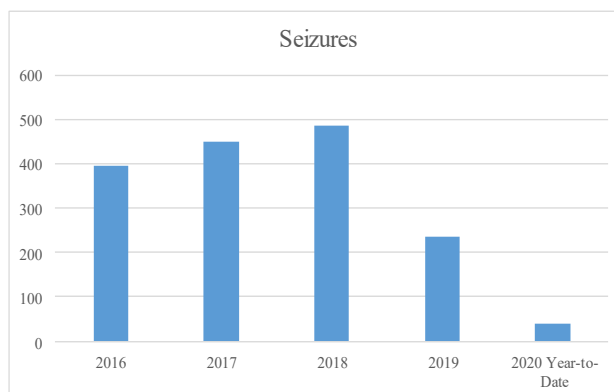
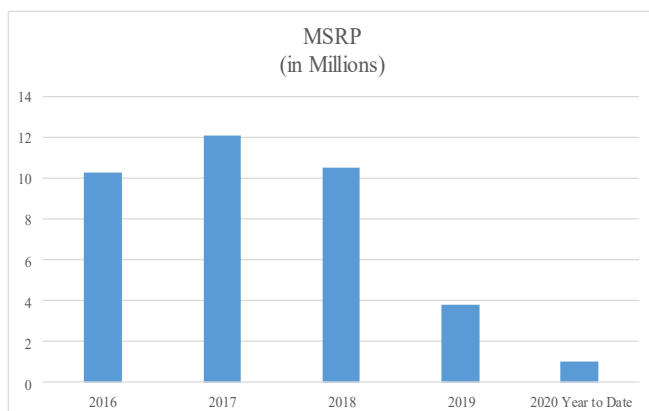
The extensiveness of unsafe, fake toys entering into the marketplace is evident in the past five years of seizure data. Notably, a peak in the estimated MSRP of seized counterfeit toys occurred in 2017 with a value of over \$12 million. While the current data reflects a decrease in estimated MSRP, CBP continues to concentrate its efforts on fake toys as such merchandise harms the economy and poses a threat to the health and safety of American consumers.



Counterfeit branded toys hidden inside generic merchandise for importation.

Consumers are not always aware of the risks associated with purchasing illegitimate goods, including counterfeit toys. As a result, it is important that consumers beware of the various issues related to such purchases. Specifically, fake toys are substandard and may be subject to dangers like unexpected small parts, poisonous chemicals, dangerous batteries, and poor packaging. Legitimate toys, on the other hand, must comply with certain rigorous safety requirements that govern specifications such as flammability, lead content, surface coating materials, choking hazards, and labeling.

For additional information on the risks associated with violative merchandise, please visit: <https://www.cbp.gov/FakeGoodsRealDangers>



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