

Still toying with children's safety

Six years since the publication of our first report and online marketplaces are still facilitating the sale of dangerous toys into the UK. The British Toy & Hobby Association is calling on the new UK government to take urgent action – now is the time to close the existing harmful legal loophole for good.

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ABOUT THE BTHA

Founded in 1944, the British Toy & Hobby Association (BTHA) is the official organisation representing toy manufacturers. The BTHA's members range from large international toy firms to small family-run businesses.

Membership of the BTHA shows the member's commitment to adhere to the BTHA Code of Practice under the umbrella of the Lion Mark which includes rules covering ethical and safe manufacture of toys, toy safety, a ban on counterfeit goods, an assurance to market responsibly, a commitment to improving sustainability, and a desire to promote the value of play through support of the Make Time 2 Play campaign. The BTHA also administers the Toy Trust – the industry's charity – and runs the Toy Fair, the largest dedicated toy trade event in the UK.

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INTRODUCTION

Online marketplaces have a significant role to play in e-commerce and the overall retail landscape. They have become increasingly popular with consumers given the convenience they offer in terms of search, payment, and delivery, as well as providing more choice.

Despite online marketplaces now being well-established business models globally, regulations and enforcement have failed to keep up with the changes in supply chains. This has sadly resulted in unacceptable levels of non-compliant and unsafe toys being too easily sold to consumers unknowingly – something the BTHA has evidenced to different governments over the course of the last six years.

Toy safety is core to the work of the BTHA. Our members of reputable toy businesses invest heavily in producing safe, quality toys that enrich the play experiences of children all across the UK. It was based on our value to drive best practice in toy safety across the industry that in 2018 we started testing toys purchased through online marketplaces as we had concerns that the toys were unsafe. What we have discovered since then is shocking.

Due to limited regulatory action by previous governments our concerns remain. Online marketplaces have had many years to improve the safety of their platforms, and in fact, frequently communicate new measures they have put in place to keep their consumers safe. We wanted to put these measures to the test to see if there had been an improvement in the number of unsafe toys being sold.

We have therefore conducted another BTHA investigation into a range of toys sold by third-party sellers via online marketplaces. This report investigates toys sold by the four online marketplaces who we have monitored since 2018; AliExpress, Amazon, eBay, and Wish, as well as seven other increasingly popular online marketplaces; Etsy, Groupon, Joom, OnBuy, Shein, Temu, and TikTok.



Legislation

All toys sold in the UK should be safe.

In the UK toys must comply with the Toys (Safety) Regulations 2011 ('the Regulations')¹, which is the main legislation controlling the safety of toys. There are also several other areas of relevant safety and consumer legislation that will be applicable depending on the toy. Within the Regulations are requirements for defined 'economic operators' involved in the sale of toys, which means manufacturers, importers and distributors, each have **legal responsibilities** to ensure that toys are only placed on the market **if they are safe**.

However, **current legislation is not appropriate for the global supply models** that we see today and the diversity of businesses selling to UK consumers from all over the world. For too long, toys sold by third-party sellers through online marketplaces have been able to avoid complying with UK legislation due to **two main reasons**:

1. Online marketplaces are not clearly defined as any of the above economic operators which means they do not have any legal responsibilities to ensure the safety of toys being sold by third-party sellers via their platforms.
2. Third-party sellers operating through online marketplaces are often based overseas outside the jurisdiction of UK enforcement authorities. This means enforcement action cannot be taken against third-party sellers even when unsafe and non-compliant products have been identified.

Although all toys should comply with safety requirements, this legal loophole means it is too easy for illegal and unsafe toys to be sold in the UK.

Previous BTHA investigations

The BTHA has been evidencing unacceptable levels of dangerous toys being sold through online marketplaces by their third-party sellers since 2018. We have continued to do this under our campaign, '**Still Toying with Children's Safety**', to raise awareness with consumers of the dangers of buying toys from third-party sellers, and to call on the government to close the existing loophole by **making online marketplaces legally responsible for the safety of all toys** sold through their platforms.

Throughout this time, we have purchased, assessed, and tested 620 toys and showed that the majority (86%) of toys purchased from third-party sellers do not comply with the UK's legal safety requirements. The findings have not improved in the six years investigating the same four online marketplaces. An overview of all the results since 2018 can be found in **Appendix 1**.

¹ <https://www.legislation.gov.uk/ukxi/2011/1881/contents>

THE 2024 RESULTS

Headline findings

For this BTHA investigation, we purchased 75 toys covering a wide range of toy categories and suitability for different age ranges. These were all purchased from third-party sellers across 11 online marketplaces.



Our sample purchases contained high levels of non-compliant toys across all 11 online marketplaces with no online marketplace having less than an 80% non-compliance rate, and seven online marketplaces having a 100% non-compliance rate.

A summary of the individual online marketplace overall results can be viewed in **Table 1**. A full list of the 75 toys, including more details on the toys, third-party seller details, and potential hazards can be view in **Appendix 2**.

Table 1

Online marketplaces	Results (Figures)			Results (%)		
	Unsafe	Illegal	Compliant	Unsafe (%)	Illegal (%)	Compliant(%)
AliExpress	8	1	1	80	10	10
Amazon	8	0	2	80	0	20
eBay	9	1	0	90	10	0
Etsy	5	0	0	100	0	0
Groupon	4	1	0	80	20	0
Joom	5	0	0	100	0	0
OnBuy	5	0	0	100	0	0
Shein	5	0	0	100	0	0
Temu	3	1	1	60	20	20
TikTok	3	1	1	60	20	20
Wish	9	1	0	90	0	0
Totals (75 toys)	64	6	5	85	8	7

Key non-conformance issues

As with each year, we have collated the top non-conformance issues found with the toy samples from the limited testing we were able to conduct.

Small parts

Small part failures can lead to young children choking when they swallow small parts that they should not have access to. Children under three years are vulnerable to this issue and therefore toys that contain small parts must be aimed at 3+ years. 27 toys from our sample failed this testing, 16 had missing age restrictions warnings, and 15 missed the hazard statements related to small parts.

There are several ways this fault can be found:

- a) A toy that is designed and aimed at children under 3 years is supplied with small parts already available within it.
- b) A toy that is designed and aimed at children under 3 years is tested and, under abuse testing which reflects normal use, a small part is released due to poor construction or strength.
- c) A toy intended for children over 3 years that contains small parts or releases them under testing and does not include the correct warning statement or 0-3 logo on the packaging or in marketing online. In our experience these often include pictures of babies using the toy. This can confuse consumers and lead to the toy being given to the wrong child and is therefore unsafe.

It should be noted that the age determination must be completed carefully and a toy that is aimed and suitable for children under 3 cannot be labelled as 3+ to avoid testing and assessment for small parts.

Improving the age determination of toys by ensuring the correct warnings are present, changing marketing online to state the correct age, and showing the correct age of child using the toy would significantly improve failures in this area. For certain toys, improvements in construction and testing to check that abuse testing does not produce small parts is also essential.

Traceability markings

These are the UK address of the manufacturer or their representative, the UKCA and/or CE mark, and a unique product identifying number. Whilst there have been some improvements on some online marketplaces with an increase in UK addresses, 52 toys from our sample still had incorrect, incomplete, or missing markings for the UK, and 45 for EU markings.

Traceability markings are legally required on toys to ensure effective action can be taken in the event of a safety issue. Improvements in compliance with this requirement can ensure toys are traceable and can be effectively recalled or withdrawn from sale.

Packaging / plastic film thickness

18 toys from our sample were found to include sheet materials over the legal size that were under the required thickness of 0.038mm. When over this thickness the plastic will not be drawn onto the face and therefore is not a suffocation risk.

The change to using thicker film material will prevent this hazard.

Cords

Cord lengths are controlled under EN71-1 to prevent the chance of strangulation by entanglement around the neck. Nine toys from our sample were found to fail this aspect.

Ensure toys comply with the cord length requirements of EN71-1 by inspection and/or testing.

METHODOLOGY

Toy selection

The 75 toys in our sample were purchased by an independent purchaser with the brief to select a wide range of different types of toys from third-party sellers. We could have chosen to purchase toys we know are likely to fail from past experience, but we did not as we deliberately wanted to take a fairer approach. Throughout all of the BTHA reports, we have always actively sought to pick a mix of unbranded toys to exclude potential counterfeit lines.

The toys and packaging were assessed on delivery, alongside how they were marketed online. We assessed the appropriate warnings and labelling, and in some instances, this determined how the toy would go on to be categorised. The marketing and packaging also determined what test would be applied. For example, if a toy was marketed for a baby in descriptions and photographs, the toy would be tested against the standards for children under three years old even if the seller had put a 3+ age warning label on the package.

Unlike in previous reports where only a selection of toys were put through independent testing due to cost, all 75 toys were tested by an independent certified laboratory. This is because it has always been our assertion that if all toys are tested then more of the toys previously categorised as 'illegal' due to technical non-compliances like missing conformity marks, would be determined 'unsafe'. Our 2022 report, which tested all products, found much higher rates of unsafe toys for this reason.

Due to the high cost of testing all samples, and wanting to investigate more online marketplaces, we had a smaller sample size on each of the individual websites. Ten toys were purchased from each of the four online marketplaces we have investigated since 2018, AliExpress, Amazon, eBay, and Wish, and five toys were purchased from each of the other seven online marketplaces.

Toy categorisation

In this report we have categorised toys as either: 'unsafe', 'illegal', or 'compliant'. These have been defined in the following ways:

Unsafe

These toys pose a risk to the health and safety of consumers.

- Samples that fail testing to a safety standard.
- Samples that fail a safety standard due to missing safety warnings (e.g., missing 3+ age warning).

Illegal

- Samples that have incorrect labelling due to an additional but inappropriate warning (e.g. additional 3+ warning on an under 3 years toy).
- Samples that have missing traceability labels (e.g., UKCA/CE mark, traceability number or UK address etc.).

Compliant

- Samples that are labelled correctly and pass the (limited) testing applied are categorised as compliant.

Testing standards

Only **three** testing standards have been used in this investigation:

- **EN71-1 Safety of Toys. Mechanical & Physical Properties**
- **EN62115 Safety of Toys. Electrical Safety**
- **REACH Annex XVII Entry 51 & 52 Phthalates**

There are a much wider range of standards that would be applicable to the toys so the **full compliance** of any of the 75 toys has not been assessed. This demonstrates that the failures above to such a small selection of applicable standards means that even basic compliance is not being applied. If we were able to conduct further testing as part of our investigations, we may find that the toys that we have currently categorised as 'compliant' may actually be 'unsafe'.

To understand the level of requirements that toys need to meet to comply with UK regulations, we have used one of the 75 toys as an example. You can see the full list of compliance requirements for the 'Electric Train' purchased through eBay in **Table 2**.

Example product - Electric Train


	Online marketplace:	eBay
	Toy Title:	Toy for 1 2 3 Year Old Boy/Girl Baby Toy 6 to 12 Months Electric Train Toys (Gear Train)
	Testing standard used in BTHA report:	EN71-1 < 3yrs
	Result:	Unsafe

Table 2

Full compliance requirements of the eBay 'Electric Train'

1. Mechanical & physical / electrical compliance requirements

Legislation	Type	Applicable standard
Toy Safety Directive / Toy Safety Regulation	Mechanical & Physical	EN71-1
Toy Safety Directive / Toy Safety Regulation	Flammability	EN71-2
Toy Safety Directive / Toy Safety Regulation	Electrical Safety	EN62115
Electromagnetic Compatibility Regulation	EMC (Electrical Emissions)	Various

2. Chemical compliance requirements

Legislation	Substance	Limit type	Toy components	Applicable standard
Toy Safety Directive / Toy Safety Regulation	19 elements	Migration	All accessible components	EN71-3
Toy Safety Directive / Toy Safety Regulation	Nitrosamines	Migration	Tyres	EN71-12
TSD/TSR Appendix C	Bisphenol A (BPA)	Migration	Accessible polymeric components	
TSD/TSR Appendix C	Formaldehyde	Migration	Polymeric components	
TSD/TSR Appendix C	Phenol	Migration	Polymeric components	
TSD/TSR Appendix C	TCEP, TCPP, TDCP	Total content	All components	
RoHS	Cadmium	Total content	All components	
RoHS	Lead	Total content	All components	
RoHS	Brominated substances	Total content	All components	
RoHS	Mercury	Total content	All components	
RoHS	Phthalates	Total content	All components	
REACH Annex XVII Entry 51 and 52	Phthalates	Total content	Plasticised material	
REACH Annex XVII Entry 5	Benzene	Total content	All components	
REACH Annex XVII Entry 23	Cadmium	Total content	Total content	
POPs	SCCP	Total content	All components	
REACH Annex XVII Entry 20	Organostannic compounds	Total content	All components	
REACH Annex XVII Entry 50	PAH	Total content	All accessible components	
REACH Annex XVII Entry 45	Brominated substances	Total content	All components	
POPs	Brominated substances	Total content	All components	
Packaging Waste Directive	Lead	Total content	Packaging materials	
Packaging Waste Directive	Cadmium	Total content	Packaging materials	
Packaging Waste Directive	Mercury	Total content	Packaging materials	
Packaging Waste Directive	Cr(VI)	Total content	Packaging materials	
Packaging Waste Directive	Brominated substances	Total content	Packaging materials	

3. Sustainability compliance requirements

Regulation	Obligation
Packaging & Packaging Waste	Monitoring, reporting and paying for packaging recycling via local scheme
Waste Electrical & Electronic Equipment	Monitoring, reporting and paying for electrical recycling via local scheme

4. Technical Documentation requirements

4 (a)	A detailed description of the design and manufacture, including a list of components and materials used in the toy as well as the safety data sheets on chemicals used, to be obtained from the chemical suppliers
4 (b)	The Safety Assessment
4 (c)	A description of the Conformity Assessment procedure followed
4 (d)	A copy of the UK Declaration of Conformity (DoC) which includes a colour image of the toy
4 (e)	The addresses of the places of manufacture and storage
4 (f)	Copies of documents that the Manufacturer has submitted to an approved body, if involved
4 (g)	Test reports and description of the means whereby the Manufacturer ensured conformity of production with designated standards, if the Manufacturer followed the internal production control procedure shown in Module A

STILL ON SALE

The Crocodile Story

The BTHA has continued to monitor one particular product throughout the six years we have been investigating online marketplaces as it demonstrates many of the issues found with the online marketplaces handling of product safety issues.

The initial product was purchased from a third-party seller on Amazon in 2018 and, since then, its presence and availability on the Amazon online marketplace has been frequently checked and further samples have been purchased at regular intervals.

The product has failed EN7-1 testing six times, failed fire and furnishing once, and has been recalled on three separate occasions.

Despite this, third-party sellers have easily been able to re-list the product and it was even marketed to us as 'Amazon's Choice'.

The toy crocodile has most recently been found on eBay in May 2024. The sample purchased also failed EN71-1 testing. Seemingly identical listings can be seen today across multiple online marketplaces investigated in this report.

The full story can be found in [Appendix 3](#).



Analysis of toys previously listed on the UK Product Safety Database

Following previous BTHA investigations, we have notified the Office for Product Safety and Standards (OPSS) on the toy samples that have undergone independent testing.

112 toys were notified on the UK Product Safety Database from the 2021 and 2022 BTHA investigations that were purchased through AliExpress, Amazon, eBay, and Wish because there was a consumer safety risk. These lines have been checked on each individual platform to identify seemingly identical lines. This is because we know from the toy crocodile sample above that recalled lines can still end up for sale by the same or different third-party seller.

'**Seemingly identical**' lines are those that use the same photographs and packaging to the recalled lines. The BTHA accepts that these products could be a different model entirely, or the manufacturer could have updated their product and made it compliant since the initial notification was issued.

In total, out of the 112 notified toys, **70% were still found on sale** on the same online marketplace. The analysis can be found in [Table 3](#). A full list of the individual seemingly identical toy analysis can be found in [Appendix 4](#). This includes details of the original product and corrective measures taken from the UK Product Safety Database, and example links of seemingly identical products still available.

Table 3

Online marketplace	Total products notified on UK Product Safety Database	Seemingly identical toys (number)	Seemingly identical toys (%)
AliExpress	37	23	70
Amazon	33	22	69
eBay	32	28	76
Wish	10	5	50
Totals	112	78	70

It should be noted that in previous reports re-testing of seemingly identical lines have shown failures for the same reasons as the original recall.

RECOMMENDATIONS

Regulatory action

Consecutive governments in the UK and globally have so far failed to take sufficient action to better regulate online marketplaces and our latest results show that online marketplaces are still failing to stop dangerous toys being sold to consumers in the UK through their voluntary measures.

After six years campaigning on this issue, the BTHA is therefore pleased to see the new UK government set out its intention to regulate online marketplaces through the **Product Regulation and Metrology Bill**². This is essential to ensure there is a level playing field for all businesses selling in the UK, and to safeguard consumers – in particularly children and their families. In respect of online marketplaces, the Bill aims to deliver more protection to consumers by:

“Identifying new and emerging business models in the supply chain, ensuring the responsibilities of those involved in the supply of products, such as online marketplaces (which are online platforms that connect third-party sellers to consumers for distance sale and purchasing of products), are clear and modernised for increasingly complex supply chains, to support consumers’ confidence in the products they buy and whom they buy them from.”³

With a Bill going through Parliament, now is the time to close some of the harmful legal loopholes that are failing to keep children safe. The latest findings in this report highlight some of the key areas that need addressing to ensure that online marketplaces cannot be used to avoid toy safety requirements in the future.

1. **The legal duties of online marketplaces need to reflect the high level of risk that products purchased via those platforms present to the health and safety of consumers.** Online marketplaces should be recognised as economic operators with clear obligations to ensure the safety of all toys sold, and which truly recognise the role online marketplaces play for products to be supplied to consumers. These obligations should include proactive steps and checks to ensure all toys sold are safe prior to third-party sellers being able to list the products. These enhanced responsibilities must reflect the unique risks that the online marketplace supply model has on consumers given that we have consistently found approximately 80-90% of products sold by third-party sellers via online marketplaces fail to meet standards in the UK.

Third-party sellers are based all over world and online marketplaces help facilitate the sale of their toys into the UK in several ways – from marketing and payment to fulfilling deliveries. If the third-party seller is based outside of the UK, then there is often no recognised operator responsible for the toy within the UK. Recognising online marketplaces as an economic operator alone will not guarantee safety, but it will make online marketplaces duties equivalent to traditional models of retail.

² <https://bills.parliament.uk/bills/3752>

³ <https://bills.parliament.uk/publications/56104/documents/5029>

2. Introduce an enforceable liability provision to ensure that consumers can seek redress for defective products. In previous reports, we proposed that government consider mechanisms for imposing direct liability for defects of products in the production or marketing of goods sold via an online marketplace on the provider of the online marketplace, as well as the third-party seller. This remains a gap in the current wording of the new Bill and is necessary to bring online marketplace liability in line with traditional models of retail which the government has stated as its ambition. Without it, under the current drafting of the Bill, consumers would not be necessarily entitled to seek a refund of the purchase price from online marketplace providers, or to claim damages from them for wider losses suffered.

3. Strengthen enforcement powers by including provision for collective consumer redress for non-compliance in the Bill. The monetary value of the non-compliant products purchased in our investigations are relatively low, and therefore disproportionate to the costs and effort involved for consumers to seek relief personally. This needs to be addressed to strengthen consumer protections by permitting a 'relevant authority' to have the function of securing redress for consumers. Collective redress for failures affecting a large number of consumers will have a much higher value overall and therefore could be more sufficient as a tool to enforce against online marketplaces who facilitate large quantities of non-compliant products to consumers.

4. A clear definition of online marketplaces in legislation that captures the diversity of these more complex business models. Online marketplaces are now well-established supply models but even in the six years we have been investigating, online marketplaces themselves have evolved to respond to consumer demands. While we refer to any online service which facilitates the supply of products to consumers as an 'online marketplace' these take many forms from more traditional marketplaces to social media platforms and fulfilment services.

Uncertainty over defining these types of business models has enabled online marketplaces to avoid complying with UK regulations for too long so it is paramount that any new legal definition contained within primary legislation is broad enough to capture all existing and future marketplaces. The new product regulations and requirements that will apply to online marketplaces need to recognise the multinational corporate structure of online marketplaces and variety in how they operate in practice. This is key for determining who is the responsible actor within the marketplace for complying with any new product regulations and requirements.

CONSUMER ADVICE

Until there is regulatory change we continue to raise awareness of the issue with consumers, particularly around key buying periods throughout the year, to offer advice when purchasing toys from online marketplaces.

Top ten tips when buying online:

- 1. Be more careful about buying from third-party sellers on online marketplaces – do not assume that any safety tests have been carried out.** Look for sellers you recognise and trust – the toy brand directly or a responsible retailer, or if you purchase from a name you don't recognise, be more cautious and do more research and checks.
- 2. Make time to research before you buy –** search for the company or brand that makes the toy and include it in your search on the online marketplace. If you are purchasing a branded product, compare the toy against the company's own website.
- 3. Be careful of going for the cheapest price –** if something looks too good to be true, it probably is. We have found in our investigations that unsafe toys are increasingly being sold at the same price point, so always look beyond the price before you purchase.
- 4. Check who the seller is.** Look at the address details on the listing, see which country they are based in. Do they have a clear address to return the item if you are unhappy? Do they have a track record of selling the type of item you are buying (and therefore know what the safety requirements are)? Do they have genuine reviews?
- 5. Check the marketing and product listing** of the toy and see if the description, images, and warning labels match up – e.g., is the toy labelled for over three years but has a picture of a baby? Is the marketing showing small parts or long cords but advertised for under threes?
- 6. Check reviews carefully.** Some reviews are fake so look carefully at the comments, are they too good to be true, are there genuine comments about the toy and its features and the buyers experience?
- 7.** Once you receive your toy, **check if it has a UK address, check for a CE or UKCA mark** and see if the packaging looks genuine.
- 8. Check if there are any age restrictions on the product,** such as “not suitable for under three” and check that against the image used to sell the product. Make sure it is in fact suitable for a toddler and has not got small parts that could be swallowed.
- 9.** When your child opens a toy, **stay with them and check for faults,** detachable small parts, access to stuffing and loose or accessible batteries or magnets.
- 10.** If you think the toy you have bought is unsafe or illegal **write a review to warn other purchasers,** report to the online marketplaces, and talk to your local Trading Standards.

FURTHER EVIDENCE

This is not only impacting toys

The BTHA was one of the first organisations to start purchasing and testing products bought from third-party sellers. The strong evidence of failures over several years by the BTHA and other industry and consumer organisations has covered a wide range of consumer products purchased from third-party sellers via a range of online marketplaces. This led to the regulator, the Office for Product Safety and Standards, to initiate its own online marketplace testing programme.

The breadth of work has shown the variety of unsafe products being sold to consumers, and the failures of online marketplaces to keep consumers safe – all building a strong case for the need for further regulation.

References

Electrical Safety First

1. **'Don't Be Electricked' Outdoor Living Products (Published August 2024)**
Result: 96% of outdoor electrical products investigated failed safety tests.
2. Electrical Safety First found in Consumer Research that **over half of the respondents over 55 were not comfortable in distinguishing the difference between an online retailer and an online marketplace.** (Census wide survey conducted on behalf of Electrical Safety First in summer 2022).
3. **Consumer safety on online marketplaces – the evidence and impact** (Published in summer 2021)
Results:
 - Over 60 unsafe e-bike and e-scooter chargers for sale on online marketplaces (eBay, Amazon, AliExpress and Wish.com).
 - 93% of sampled electrical products sold online marketplaces were unsafe.
 - 2 months after being recalled, 60% of tested dangerous products remained on the online marketplace.

“Unsafe electrical products continue to flood online marketplaces due to a lack of regulation, putting consumers at serious risk. The new Product Regulation and Metrology Bill offers a vital opportunity to ensure these platforms are held to the same standards as traditional retailers. Effective regulation is important to stop the sale of dangerous products online.

It's essential that online marketplaces are held legally accountable for the products sold on their platforms and take proactive measures to prevent the sale of dangerous goods. Consumer safety is paramount if we are to prevent further deaths and injury from unsafe products.”

**Lesley Rudd, Chief Executive
of Electrical Safety First**

The Ladder Association

1. **Telescopic Ladder Surveillance Survey**
(Published May 2022)
Result: More than 80% of products failed safety tests.
2. **Phase 2: Telescopic Ladder Surveillance Survey** (Published April 2023)
Result: 100% of products re-tested failed safety tests.
3. **Multi Hinge-Joint Ladder Surveillance Survey** (Published September 2023)
Result: 70% of products failed safety tests.

“Our market surveillance studies have highlighted widespread issues with the safety of ladder products being sold online, and despite ongoing campaigning, no action has been taken to address the root problem. The Ladder Association is calling on the Government to step in urgently to make regulatory changes and for the new Product Regulation and Metrology Bill to hold suppliers and online platforms accountable for ensuring the products they sell are compliant and safe to use. Until that legislation is implemented, consumers are being put at risk daily.”

Peter Bennett OBE, Executive Director
at the Ladder Association

Office for Product Safety and Standards (OPSS)

1. **Online Marketplace product testing programme: October 2021 to September 2022** (Published August 2023)

Result: 81% non-compliant

The product categories were:

- Cosmetics
- Small mains powered electricals
- Products containing button batteries
- Toys
- Category 3 (complex) personal protective equipment (PPE) intended to protect users against very serious risk such as death or irreversible damage to health
- Products already subject to OPSS product safety alerts – for example angle grinder chainsaw attachments and magnetic toys

Which?

1. **Online marketplaces easily infiltrated with dangerous and illegal products, Which? finds** (Published September 2024)
2. **Electric heaters sold on TikTok and Temu could explode, cause electric shocks or start a fire** (Published May 2024)
Result: 75% of the heaters it bought from TikTok and Temu sellers were unsafe.
3. **Illegal weapons for sale on fast-growing online marketplace Temu, Which? reveals** (Published November 2023)
4. **Killer carbon monoxide alarms still on sale through online marketplaces** (Published August 2023)
Result: 1,000 unbranded CO alarms that fail to detect the killer gas were listed by more than 100 sellers on eBay, Amazon, AliExpress and Wish

“Our investigations have shown time and again how both established and new online marketplaces are failing to prevent dangerous and illegal products being sold to consumers and are leaving them at risk of severe harm.

It is clear that current measures taken by online marketplaces to detect and prevent unsafe products from appearing on their websites are not working effectively and some of the platforms appear to be treating safety as an afterthought.

The government’s Product Regulation and Metrology Bill is a once-in-a-generation opportunity to place clear legal responsibilities on online marketplaces to prevent unsafe products being sold. New laws must be robustly enforced by a regulator that has the ability to issue heavy fines.”

Sue Davies, Head of Consumer Rights and Food Policy, Which?

Appendix 1. 2018-2024 overall results

The table below covers the full results from all BTHA projects since 2018. This covers toys purchased from AliExpress, Amazon, eBay, and Wish 2018-2024, as well the additional seven online marketplaces.

The overall 'unsafe' figures are lower in earlier projects due to less samples being tested. With more testing, we have shown that more toys categorised as 'illegal' would likely have been determined as 'unsafe'. The final column shows the overall non-compliance rate – this includes toys that have been defined as unsafe and illegal and therefore do not comply with the current UK law. This is exceptionally high at **86%** and shows the scale of the failure of online marketplaces to stop non-compliant products being sold by third-party sellers.




Project (year published)	Sample Size	Illegal	Unsafe	Total Non-Compliant	Tested	Failed Test	% Unsafe	% Non-Compliant
1 (2019)	150	70	45	115	34	23	30	77
2 (2020)	100	25	60	85	72	53	60	85
3 (2021)	255	103	122	226	184	122	48	88
4 (2022)	40	40	36	40	40	36	90	100
5 (2024)	75	6	64	70	75	64	85	93
Total	620	244	327	536	405	298	53%	86%

Appendix 2. Full 2024 results | Ali Express

As part of the BTHA investigation, we have searched each of the online marketplace websites for any statements made about the marketplace or product safety. These have been copied from each online marketplace website below.



“AliExpress is committed to providing consumers with safe and quality goods, creating a proper business environment for AliExpress users, continuously improving consumers’ shopping experience and safeguarding the rights and interests of honest sellers.”⁴

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
30 CM Cute Teddy Bear Hide and Seek Animated Stuffed Animal Talking Bear Shy Bear Best Birthday Gift for (Cute Teddy Hide & Seek)	Store Name: Yeshancen Store Business Info – Company name: Guangzhou Youbi Cosmetics Co Ltd, China		EN71-1 <3yrs	UNSAFE	Suffocation Impaction injury
La Granja de Zenon Chicken Baby Toys Dancing Chicken Bartolito Toddlers Toys with Music Kids Interactive Early Learning Educatio (Dancing Chicken)	Store Name: Gainmax Store Business Info – Company name: Pingtan Yiming Technology Co Ltd, China Importer: Yellow USA Corp, Orlando		EN71-1 <3yrs	UNSAFE	Suffocation
Hammering Toys Montessori 8 in 1 Fishing Games Fine Motor Skill Toddler Activities Baby Early Learning Educational Toy (Hammering Owl Toy)	PippyPanda Kids Toy Store Business Info – Company name: Shenzhen Qibeile Industrial Co Ltd, China UK Rep: Goal Reach Consulting Ltd, Manchester (on outer pkg labelling)		EN71-1 <3yrs	UNSAFE	Choking Impaction Injury Damage to hearing

⁴ https://sell.aliexpress.com/zh/_pc/yFWQH5EOSP.htm

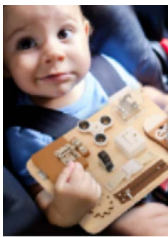



Appendix 2. Full 2024 results | Ali Express

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Kid Cartoon Piano Keyboard Game Electronic Multifunctional Toy Animal Sound Flashing Light Baby Instrument Educational Toys Gift (Pink Snail Piano)	Amanily Store Business Info – Company name: Shantou Dudu Le Electronic Co Ltd, China		EN71-1 3yrs+	UNSAFE	Choking
Children Electric Vacuum Cleaner Baby Walker Toy Learning Bell Emitter Gifts Montessori Game Cognition Training Toys Kids Gifts (Rolling Ball Vacuum)	Funny Mamy Store Business Info - Company name: Shenzhen Obida Technology Co Ltd, China		EN71-1 3yrs+	UNSAFE	Damage to hearing
Hot Kids Montessori Wooden Toys Macaron Blocks Learning Toy Baby Music Rattles Graphic Colorful Wooden Blocks Educational Toy (Wooden Caterpillar)	QWZ Official Store Business Info – Company name: Suzhou Shengchenming Trading Co Ltd, China		EN71-1 <3yrs	UNSAFE	Suffocation
(Rocket Launcher Toys Outdoor Rocket Water Pressure Lift Sprinkler Toy Fun Interaction In Garden Lawn Water Spray Toys for Kids (Water Rocket)	Shop1103837346 Store Business Info – Company name: Shenzhen Shixing Technology Co Ltd, China		EN71-1 3yrs+	UNSAFE	Injury
Air Rocket Launcher Toy Outdoor Soaring Rocket Flying Disc Flying Saucer Foot Launcher Kids Jump Sport Games Toys for Children (Air Rocket Disc Launcher)	QQ&CC Store Business Info – Company name: Shenzhen Kirun Technology Co Ltd, China		EN71-1 3yrs+	UNSAFE	Suffocation Injury
QWZ Little Bear Change Clothes Children's Early Education Wooden Jigsaw Puzzle Dressing Game Baby Puzzle Toys For Children Gift (Rabbit Wooden Puzzle)	Kids Choice Store Business Info – Company name: Dongyang Zhigua Electronic Commerce Co Ltd, China		EN71-1 3yrs+	ILLEGAL	
Baby Montessori Toys For Toddler Toys Educational Colorful Shape Toy Pull Carrot Set Counting Discovery Toys For Kids Learning (Puzzle Pull Radish)	Kicala Official Store Business Info – Company name: Shenzhen Qibeile Industrial Co Ltd, China UK Rep: Goal Reach Consulting Ltd, Manchester		EN71-1 3yrs+	COMPLIANT	

Appendix 2. Full 2024 results | Amazon









“Amazon strives to be Earth’s most customer-centric company, which includes ensuring that every product available for sale is safe. Our goal is to ensure that these products are inherently safe when they were manufactured, that they remain safe when they are delivered, and that the customer knows how to use the products appropriately to ensure their continued safety.”⁵

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Busy Board for Toddlers - Montessori Toys for Baby 1 2 3 4 Years Old - Wooden Sensory Equipment Toys for Autism & ADHD - Educational Fidget Travel toys - Fine Motor Skills Gifts for Boys Girls (Sensory Board)	Dispatches from Amazon Sold by Potatomato Seller info - Business Name: Ningbo Wuguang Trading Co Ltd, China UK Rep: Goal Reach Consulting Ltd, Manchester		EN71-1 <3yrs	UNSAFE	Injury Choking Strangulation
Wooden Toddler Jigsaw Puzzles for Girls Boys Montessori Wooden Toys for Kids Gifts Age 2 3 (Tyrannosaurus) (Wooden Dinosaur Puzzle)	Dispatches from Amazon Sold by Jigsaw Puzzle Paradise Seller info - Business Name: Deng Farah Limited, Barking, GB		EN71-1 <3yrs	UNSAFE	Choking
OSLINE Tummy Time Mirror Toys for Babies 0-3-6-12 Months, Baby Girl Boy Birthday Gifts Newborn Sensory Teething Infant Toys, Baby Sensory Toys 0-6-12 Months, Montessori Baby Tissue Box Toys 0-6 Months (Sensory Tissue Box)	Dispatches from Amazon Sold by HuangHePingShang Seller info - Business Name: Yellow Peace Tech Ltd, London, GB		EN71-1 <3yrs	UNSAFE	Strangulation
GAGAKU Wooden Kids Tool Set Wooden Tool Box Montessori Toys Wooden Tool Kit for Kids Role Play Educational Construction Toys Boys Girls Toys Age 2 3 4 5 (Multi Function Tool Set)	Dispatches from Amazon Sold by Brandworl UK Seller info - Business Name: Brandworl Management Co Ltd, Hong Kong UK Rep: Apex CE Specialists Lt, Manchester		EN71-1 <3yrs	UNSAFE	Injury Choking

⁵ <https://www.aboutamazon.co.uk/news/policy-news-views/how-amazon-is-improving-product-safety>

Appendix 2. Full 2024 results | Amazon

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Coolzon Colourful LCD Writing Tablet Kids, 8.5 Inch Erasable with Lock Function Kids Drawing Pad for Painting and Memo Lists,Free Animal Cartoon Stickers,Pink (Pink LCD Writing Tablet)	Dispatches from Amazon Sold by GIEWKO Seller info - Business Name: REHANO SOLUTIONS Ltd, London, GB UK Rep: EvaTost Consulting Ltd, Cardiff		EN71-1 3yrs+	UNSAFE	Choking
HappyKidsClub Toys for 1 2 3 4 Year Old Boy Gifts, Toddler Toys Wooden Dinosaur Train Set for Boys Toys Age 2 3 4 Montessori Toys for 1 2 3 Year Old Educational Kids Toys Age 2 3 4 Year Old Girls Gift (Dinosaur Train Set)	Dispatches from Amazon Sold by JIAYUN ENTERPRISE UK LTD Seller info - Business Name: Jiayun Enterprise UK Ltd, Manchester, GB UK Rep: Dingmingtoys Co Ltd, London		EN71-1 <3yrs	UNSAFE	Suffocation Strangulation
Baby Crawling Toys 6 -12 Months,Toddler Sensory Music Toy Tummy Time Development Learning Fine Motor Skills,Early Development & Activity Toys,Baby Girl Boy Gift Birthday Presents for Kids (Pink) (Snail Xylophone)	Dispatches from Amazon Sold by KOONLONG UK Seller info - Business Name: RUIJINSHIKUN-LONGDIANZISHANG-WUYONGONGSI, China UK Rep: Evatost Consulting Ltd, Cardiff		EN71-1 <3yrs	UNSAFE	Choking Suffocation Damage to hearing
kramow Girls Toys for 2 Year Old, Remote Control Car Toys for Kids, RC Car 3 Dolls, Music and Lights, Birthday Gifts Baby Toys for Girls Kids Boys, Purple (RC Rabbit Car)	Dispatches from Amazon Sold by Habikin-EU Seller info - Business Name: hangzhoumai-songdianzishangyoux-iangongsi, China UK Rep: KOVA Associates Ltd, Portsmouth		EN62115	UNSAFE	Injury
Lehoo Castle Toddler Busy Board, Toddler Sensory Montessori Toys for 1 2 3 Year Old, Educational Activities Learning Fine Motor Skills, Travel Toys Gifts for Boys Girls (Dinosaur) (Dinosaur Busy Board Bag)	Dispatches from Amazon Sold by KWANITHINK EU Seller info - Business Name: shantoushi yibokeji youxiangongsi, China UK Rep: Tanmet Int'l Business Ltd, Pontypridd		EN71-1 3yrs+	COMPLIANT	
HOLA Baby Toys 6 to 12 Months, Toys of Baby 12 Months, Musical Elephant Piano Baby Toys 6 Months Plus 12 18 Months, Interactive Early Learning Toys for 6 Month Old Babies Girls Boys Gifts (Elephant Keyboard)	Dispatches from Amazon Sold by Wonder Garden Seller info - Business Name: guangdongqizhi-chuangxinjiaoyukejiyouxiangongsi, China UK Rep: Evatost Consulting Ltd, London"		EN71-1 <3yrs	COMPLIANT	

Appendix 2. Full 2024 results | eBay






“Trust and safety are at the heart of all successful relationships and transactions, and are principles that we hold dear.”⁶

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Kids Tools DIY Kit Pretend Play Mechanic Construction Toys Set Child Boys 32PCS (Tool set & drill)	Sold by: axioine8 Address unknown Registered as a business seller		EN71-1 <3yrs	UNSAFE	Choking Strangulation
Rubber Band Toy Gun Key Chain with Elastic Bands / Refill Packs Party Bag Filler (Rubber Band Gun)	Sold by: unbeatable_toys Located in UK, address unknown Registered as a private seller UK Rep: UK EVATOST Consulting Ltd, London		EN71-1 3yrs+	UNSAFE	Suffocation
Magnetic Drawing Board Doodle Pad Art Toy with Dots Baby Kids Educational Toys (Magnetic Bear Dots)	Sold by: ladygentleman Address unknown (German Business Tax number) Registered as a business seller		EN71-1<3yrs	UNSAFE	Choking
Toys Ball Drop Roll Swirling Tower Spin Track Toys Set Rotating Track Set (Rolling Ball Bear Slide)	Sold by: MQ UK address (Cheltenham) Registered as a business seller		EN71-1<3yrs	UNSAFE	Choking Impaction injury Suffocation
43Pcs Doctors Set for Kids Nurse Doctors Costume Dressing Up Pretend Role Toys (Doctors Kit & Uniform)	Sold by: Zopacivbest UK address (Aberdeen)		EN71-1 3yrs+	UNSAFE	Choking Eye injury
512Pcs-Magnetic Beads Balls Fidget Desk Adults Toys Office Magnetic Beads Fidget (Magnetic Ball Cube)	Sold by: mulriple Address unknown (German Business Tax number)		EN71-1 3yrs+	UNSAFE	Choking Strangulation
Toys for 1 Year Old Boys Girls Kids Toys for 1 2 3 Years Old Boys 1st uk#1 New (Wooden Fishing Pullalong)	Sold by: adnan21835 Registered as a private seller Address unknown UK Rep: KOVA Associates Ltd, Portsmouth.		EN71-1 <3yrs	UNSAFE	Choking Strangulation

⁶ <https://pages.ebay.co.uk/safetycentre/keepsafe.html>






Appendix 2. Full 2024 results | eBay

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Toy for 1 2 3 Year Old Boy/Girl Baby Toy 6 to 12 Months Electric Train Toys (Gear Train)	Sold by: long-beard30 Registered as a business seller Address unknown		EN71-1 <3yrs	UNSAFE	Damage to hearing
7Pcs Baby Rattles Grab Toys Set Infant Spin Shaking Bell Early Educational Toy (Baby Rattles)	Sold by: Jiashop23 Location: China. Address unknown		EN71-1 <3yrs	UNSAFE	Choking Impaction injury
Baby Musical Hedgehog Toys, Toddlers Piano Keyboard Toy Educational Learning Toy (Pink Piano)	Sold by: romejojoo Registered as a business seller UK Rep: Haiwai Consulting Ltd, London		EN71-1 <3yrs	ILLEGAL	

Appendix 2. Full 2024 results | Etsy

Etsy

“Buyers and sellers choose Etsy every day to support handmade rather than mass made, without ever compromising on quality or creativity.”⁷






Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Montessori Ribbon Rings, Rainbow, Pastel and Black and White: Rabbit, Penguin and Cloud (Wooden ribbon teether)	Sold by: Sensorypedia London, England		EN71-1 <3yrs	UNSAFE	Choking Strangulation Impaction injury
Kids Threading Toy - Traditional Pre-school Learn to Lace Star Educational Toy (Wooden star threader)	Lynsey Doel - Owner of The Wooden (Bow) Tie Company Bath, UK		EN71-1 <3yrs	UNSAFE	Choking Strangulation Suffocation
Matchbox Soft Toys - Mouse, Sausage Dog or Dolly in a Matchbox - Toddler Birthday Present, Kid's Toys, 1, 2, 3 Year Old Birthday Gifts (Mini Dog in Box)	Gemma Morgan - Owner of The Wedding of my Dreams Sollihull, England		EN71-1 <3yrs	UNSAFE	Choking
Ice cube mochi squishy fidget toy sensory toy for kids adult blue clear mochi school work stress relief anxiety reliever stress ball (Squishy sensory ice cube)	Eva - Owner of AtmosFidgets London, England		EN71-1 <3yrs	UNSAFE	Choking
Dinosaur String Lights (Battery LEDDinosaur Lights)	ElleLovesCraft Caterham, England		EN71-1 3yrs+	UNSAFE	Choking Internal injury

⁷ <https://www.etsy.com/uk/>

Appendix 2. Full 2024 results | Groupon



“Trusted local marketplace where consumers go to buy services and experiences that make life more interesting and deliver boundless value.”⁸

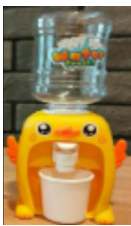




Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Montessori Busy Board - Practical, Travel-Friendly, Educational Toy (Busy Travel Board)	Sold by: Christine Lee Fashion Ltd London, GB		EN71-1<3yrs	UNSAFE	Choking Strangulation
LCD Writing Board	Sold by: Ever Mercantile Limited HongKong		EN62115	UNSAFE	Choking Internal Injury
One or Two Children's Wooden Animal Puzzle and Drawing Board Sets (Animal Magnet Puzzle)	Sold by: Rex Brown Ltd London, GB		EN71-1 3yrs+	UNSAFE	Injury Suffocation
Mini flying Ball	Sold by: Romoss Ltd London, GB UK Rep: Light Blue Trading Ltd, London		EN62115	UNSAFE	Choking Internal Injury Injury
One or Two Kids' 85-Piece Magnetic Mathematics Educational Toys (Magnetics Maths Tin)	Sold by: Uneeqe Ltd London, GB		EN71-1 3yrs+	ILLEGAL	

⁸ <https://www.groupon.com/articles/about>

Appendix 2. Full 2024 results | Joom



“Joom provides a platform for sellers who comply with Joom’s policies to offer and sell certain goods. Joom has no control over the quality, safety, morality, or legality of any aspect of products, the truth or accuracy of products and the ability of sellers to sell products – it is a seller who is ultimately responsible for any such aspects.”⁹






Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Mini Water Dispenser Baby Toy Drinking Water Cooler Toy Lifelike Cosplay Cute For Children Chil L2T9 (Chick Water Dispenser)	Sold by: 73 Garage Seller Info: Shanghai Huigen Electronic Commerce Co Ltd, China		EN71-1 <3yrs	UNSAFE	Choking Suffocation
Funny Sword LED Extendable Glow Toy Kids Flashing Stick Concert Party Props (Light Up Sword)	Sold by: Toy Seller Info: HK Phoenix Technology Ltd, HongKong		EN62115	UNSAFE	Choking Injury
30/50cm Creative Light Up LED Teddy Bear Stuffed Animals Plush Toy Colorful Glowing Teddy Bear Christmas Gift for Kids Pillow Toy (Light Up Bear)	Sold by: Neolovely Seller Info: Quanzhou Yanruotang Baojianpin Co Ltd, China		EN71-1 <3yrs	UNSAFE	Choking Impaction injury Suffocation
6-Piece Mini Truck Toy Fire Fighting Truck Set Educational Kids Toy Mini Toy Pull Back Car (Cars in Bag)	Sold by: Natawa Seller Info: shanghaixianyidianzikeji- youxiangongsi, China		EN71-1 3yrs+	UNSAFE	Choking
Wooden Tree Marble Ball Game Running On Track Run Baby Kids Intelligence Educational Toy (Wooden Ball Tree)	Sold by: OMG Seller Info: Yiwu FengQi E Commerce Co Ltd, China		EN71-1 3yrs+	UNSAFE	Choking

⁹ <https://merchant.joom.com/merchant/terms/>

Appendix 2. Full 2024 results | OnBuy



“We’re a marketplace, not a retailer, and we only partner with professional business we can trust. We carefully check each seller before allowing them to sell with us, so you can shop with confidence from over 35 million products - all in one place!”¹⁰






Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
(Blue) Newborn Playmat Safari Fitness Comfy Lay Play Gym Activity Pedal Piano Mat Baby (Newborn baby gym/ piano)	Sold by: SRJ STAR Seller Info: SRJ STAR LIMITED, London		EN71-1 <3yrs	UNSAFE	Damage to hearing Choking Suffocation
Set of 1000 3mm magnetic balls to mlangr stress relief 10 colors (mlange of colors, 1000 peaks) (Magnet Ball Cube)	Sold by: YETP STAR Seller Info: YETP STAR LIMITED, London		EN71-1 3yrs+	UNSAFE	Choking
Baby Toys 12 18 Months Baby Musical Toys for 1 Year Old Girls, Sensory Toys with Bus, Xylophone, Shape Sorter, Pull Along Toys for 12-18 Mon (Puzzle Bus)	Sold by: XinHeShengChuan2023 Seller Info: shenzhenshixinhesheng-chuanmoyiyouxiangogn-si, China UK Rep: Haiwai Consulting Ltd, London		EN71-1<3yrs	UNSAFE	Damage to hearing Choking
Crocodile Teeth Toys Game for Kids, Crocodile Biting Finger Dentist Games Funny (Toothy Crocodile)	Sold by: DECRT Seller Info: TKD SERVICE LTD, London		EN71-1 3yrs+	UNSAFE	Choking
(Elsa) Flying Fairy Girls Toy Princess Doll Magical Wing Infrared Induction Control Toy (Flying Elsa Doll)	Sold by: BEAUTY GARDEN HOME Seller Info: BEAUTY GARDEN HOME LIMITED, London		EN62115	UNSAFE	Injury

¹⁰ <https://www.onbuy.com/gb/about/>

Appendix 2. Full 2024 results | Shein

SHEIN

“The operator has no control over and does not guarantee the existence, quality, timing, condition, safety or legality of products offered for sale by the Sellers.”¹¹






Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
13pcs Montessori Toddlers Kitchen Tools - Children's Cooking Set - Toddlers Safety Cutlery Set - Plastic Safety Knife, Wavy Knife And Chopping Board For Real Cooking (Kitchen Tool Set)	Sold by Shein, Ships from Shein Store: Haizhiqu No address info UK Rep: Hua Teng Ltd, Stoke on Trent		EN71-1 3yrs+	UNSAFE	Injury Suffocation
New 2-3-4-5-year-old wooden children play house, imitation coffee machine, boys and girls birthday gifts children's kitchen toys (Wooden Coffee machine)	Sold by Shein, Ships from Shein Sold by: Yuxing toy No address info		EN71-1 <3yrs	UNSAFE	Choking
10 In 1 Busy Cube Baby & Toddler Toys, Montessori Sensory Busy Board Airplane Plane Car Travel Toys For Toddlers Interactive Infants Baby Toys, Activity Cube Center Educational Learning Fidget Toys 24-36 Month For Kids (Busy cube with Key)	Sold by Shein, Ships from Shein Sold by: BizyKoady No address info		EN71-1 <3yrs	UNSAFE	Choking
1pc Simulation Vending Machine With Automatic Coin Detection And Diverse Drink Options For Pretend Play Toy, Random Color (Vending Machine)	Sold by Shein, Ships from Shein Store: Youmeng Toy No address info		EN71-1 3yrs+	UNSAFE	Choking
New Children's Duck-Shaped Inertial Car With Ejection Function, Educational Toy For Baby Boys And Girls (Duck Car)	Sold by Shein, Ships from Shein Store: XINXIYUE No address info		EN71-1 3yrs+	UNSAFE	Choking

¹¹ <https://m.shein.co.uk/Terms-and-Conditions-a-399.html>

Appendix 2. Full 2024 results | Temu

TEMU

“Temu is committed to offering affordable products to enable consumers and merchandise partners to fulfill their dreams in an inclusive environment. Our values: Integrity - honest, ethical, and trustworthy.”¹²

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Introducing The Popular Baby And Children's Toy, The Simulation Phone Car, For Boys And Girls. Multi-functional Educational Phone Car That Is Perfect For Daily Pretend Play And Phone Conversations (Rabbit Car)	Sold by: BELUCHE. Ships from TEMU Seller Info: Shantoushibeiluqikejishi-ye Co Ltd, China UK Rep: EU&MJCM Ltd, London		EN71-1 <3yrs	UNSAFE	Damage to hearing Choking
39.88 Cm Stuffed Dinosaur Animal Plush Toys, Green T-Rex Tyrannosaurus Animal Stuffed Plush Toy, Super Soft Cute Cuddly Pillow Cushion, Rex Stuff Dolls Gifts (Dinosaur Plush)	Sold by: ARUBY Ships from TEMU Seller Info: Hangzhouwuhuokeji Co Ltd, China UK Rep: Goal Reach Consulting Ltd, Manchester		EN71-1<3yrs	UNSAFE	Suffocation
Magnetic Toys Large Size Magnetic Building Blocks, Building Modeling Creative And Educational Toys For Christmas Halloween Thanksgiving Gifts (Magnetic Shapes)	Sold by: TianTian Cool Toys Seller Info: Yiwushix-unyuedianzishang-wushangxing, China UK Re: Goal Reach Consulting Ltd, Manchester		EN71-1 3yrs+	UNSAFE	Choking
Durable and Interactive Monkey Caterpillar Bath Toys for Boys and Newborns - Multi-Color and Fun Baby Toys for Preschool and Bathtubs (Baby bath monkey toy)	Sold by: PUPHOME Seller Info: Dongguan-shizhixuguij iaomozhipin Co Ltd, China UK Rep: UK Leouna Tech Ltd, London		EN71-1 <3yrs	ILLEGAL	
Electric Fire Truck with Lights and Music - Fun Duck Slide and Ferris Wheel Track for Kids (Fire Engine Slide)	Sold by: Mrs Li No further details found. UK Rep: Kova Associates Ltd, Portsmouth		EN71-1 3yrs+	COMPLIANT	






¹² <https://www.temu.com/uk/about-temu.html>

Appendix 2. Full 2024 results | TikTok



TikTok Shop Product Listing guidelines - Section 3.4 :

“We do not allow sellers to offer goods that do not comply with the laws applicable in the jurisdiction where the buyer is located.”¹³






Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Bubble machine toy with bubble tray & 50ml bubble liquid, handheld bubble blower toy, outdoor indoor interactive bubble machine toy for kids and adults (Bubblegun)	Sold by: TOYSTIK SHOP Address info not seen		EN71-1 3yrs+	UNSAFE	Injury
Cute cartoon dog design electric pet toy, realistic simulation dog toy, electric sound & light clinging toy (Cartoon Dog)	Sold by: Kaylalu Address info not seen		EN62115	UNSAFE	Injury
Soft silicone monkey shaped teether summer gift, animal silicone teether for baby, baby teething toys, creative teether sensory toys, baby teether toys (Monkey Teether)	Sold by: Bindimonkey Address info not seen		EN71 <3yrs	UNSAFE	Impaction Injury
Crawling Toy, caterpillar design tummy time toy with light & music, early educational alphabets and numbers interactive toys for parent-child games (LED Caterpillar)	Sold by: Funyi Toy Address info not seen UK Rep: ZTDT Product Ltd, Liverpool		EN71-1 <3yrs	ILLEGAL	
Magic watercolor painting mat, waterproof drawing mat with magic water pen, watercolor painting pad for teenager, DIY painting supplies (Magic Watercolour Mat)	Sold by: Cosmic Star Address info not seen UK Rep: ZTDT Product Ltd, Liverpool		EN71-1 3yrs+	COMPLIANT	

¹³ https://seller-uk.tiktok.com/university/essay?knowledge_id=7753847100114690&default_language=en-GB&identity=1

Appendix 2. Full 2024 results | Wish








“The safety and the well-being of Wish users is of vital importance. As a merchant on Wish, you are responsible for ensuring the legal compliance of your products in the regions you ship to and ship from. If you are unable to provide requisite product compliance information, your listing will be blocked and you may also be penalized with an infraction. Please ensure that the products you list comply with all applicable law(s), regulations, certifications, and standards, particularly those regarding safety.”¹⁴

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
HOT Funny Spinning Flyer Luminous Flying UFO LED Light Handle Flash Flying Toys for Kids Outdoor Game Color Random (RC flying UFO)	Sold by: w519006490 Business address: China, 362000		EN71-1 3yrs+	UNSAFE	Injury Suffocation Choking
Space Balance Tree Desktop Game Parent-Child Interactive Toy (Spaceman Game)	Sold by: Yanheroad Business address: China, 518000		EN71-1 3yrs+	UNSAFE	Suffocation
30/40/60cm Fashion Animal Plush Elephant Doll Stuffed Elephant Plush Soft Pillow Kid Toy Children Room Bed Decoration Toy Gift (Blue elephant plush)	Sold by: Yongxia Business address: China, 233000		EN71-1 <3yrs	UNSAFE	Suffocation
Multi Functional 360° Rotation Simulation Car Steering Wheel Toy Children's Electric Toys Gift (Steering Wheel)	Sold by: xlaotaoqi Business address: China, 341500		EN71-1 <3yrs	UNSAFE	Injury Choking Suffocation
Baby Toys for 1 2 3 Year Old, 2 in 1 Musical Kids Toys, Toddler Piano & Drum Mat (Music Piano Mat)	Sold by: ROOREO Business address: China, 417600		EN71-1 <3yrs	UNSAFE	Choking Suffocation

¹⁴ <https://merchantfaq.wish.com/hc/en-us/articles/21421618424603-Product-Safety-Compliance-in-the-EU-and-UK>

Appendix 2. Full 2024 results | Wish

Toy Description	Seller Details	Toy Photo	Tested to	Conclusion	Potential Hazard
Pop Tubes Spring Dog, Fidget Dog Sensory Toys for Toddlers 3-4 5-10 Stress Relief Pop Tubes for Adults Gift for Kids Party Favor Birthday Classroom Prize Christmas Stocking Pinata Stuffers (Stretchy Mini Dog)	Sold by: babyproducts2013 Business address: China, 212300		EN71-1 <3yrs	UNSAFE	Suffocation
Baby Toys Rainbow Building Blocks Wooden Toys For Kids Creative Rainbow Stacker Montessori Educational Toy Children VIN (Wooden Ring Toy)	Sold by: vincent_Store Business address: China, 518000		EN71-1 <3yrs	UNSAFE	Puncture injury Choking
Creative Baby Bathing Toy 22-piece Magnetic Fishing Toy Set Bath Toys High Quality Exquisite ZIO (22pc Fishing Set)	Sold by: recent surge Business address: China, 518000		EN71-1 3yrs+	UNSAFE	Choking
Anime Spider Web Figure Toy Kids Plastic Cosplay Glove Launcher Set Hero Launcher Wrist Toy Set Funny Toys Boy Children's Gift (Spiderman wrist Gun)	Sold by: zhengchao6657 Business address: China, 515000		EN71-1 3yrs+	UNSAFE	Projectile Injury Choking
Kids Toys Cars Friction Powered Vehicle Press and Go Back and Forth Animal Car Toys Baby Educational Toy for Toddler Boys Girls (UFO)	Sold by: hebo1327 Business address: China, 657200		EN71-1 <3yrs	ILLEGAL	

Appendix 3. The Crocodile Story

An online marketplaces case study

Online marketplaces have failed to take the necessary action to improve the safety of products despite being signatories of voluntary agreements with different governments globally for many years.

This specific case study of a toy crocodile originally sold on Amazon demonstrates the issues found with the online marketplaces handling of product safety issues.



This product has failed EN71-1 testing **6 times**

failed fire and furnishings once

And has been recalled **3 times**

Timeline	Action	Additional comments
July 2018	The original sample was purchased and assessed.	The product included a zip opening giving access to the stuffing material inside failing EN71-1. There was no labelling with CE mark or EU address details.
Sept 2018	Reported to Amazon.	
Nov 2018	Amazon confirmed ASIN number has been taken down.	
Nov 2018	Amazon advertise the same line by email.	
Dec 2018	Toy was sent for independent testing.	
Dec 2018	Amazon advertise the same line to us under the 'Baby Store' heading.	
Jan 2019	Two further crocodiles were purchased and found to be illegal in the same way (different ASIN numbers and sellers).	Reported to Trading Standards.
Jan 2019	Fails EN71-1 testing.	Reported to Trading Standards.



Appendix 3. The Crocodile Story (Cont.)

Timeline	Action	Additional comments
Jan 2019	Reported to Amazon.	Not aware of further actions.
Apr – May 2019	Numerous identical photographs and products still on sale.	
June 2019	Crocodile highlighted as 'Amazon Choice'.	
Sept 2019	New sample purchased from a different seller with the same illegal zip closure.	Reported to Trading Standards.
Oct 2019	Two further samples were purchased. One fulfilled by the platform (seller was Amazon EU S.a.r.L).	Information with product states: "Warning: Not suitable for children under 36 months" - which is illegal. Crocodile care label stated: "Not suitable for children under 6 years old it contains widgets. So please keep your children not putting it in the mouth, it is dangerous if swallowed by a child." Product arrived in plain box with an incorrect CE mark and a barcode, no EU address or model number. Zip opened directly to stuffing.
Nov 2019	Crocodile search revealed 277 pages with between 800 -1600 products that are likely to be the same. 23 toys researched in detail all looked identical. 13 showed the zip closure in photographs.	Reported to Trading Standards.
Nov 2019	Some versions were advertised as pillows. Submitted for and fails UK Fire & Furnishings testing.	Reported to Trading Standards.
Jan 2020	OPSS starts supporting the BTHA with product safety gate recalls.	The Crocodile was determined as 'high' risk and not 'serious' and has not been included in Safety Gate recalls.
March 2020	Same product found on sale from the original seller.	
April 2020	Crocodile listed on EU Safety Gate (RAPEX)	Report 17. Ref: INFO/00045/20 - Recall due to small parts – zip puller detached and access to stuffing.
May 2020	Crocodile search finds numerous identical photographs. One sample purchased and submitted for testing.	Fails EN71-1 testing. (For the same reasons as the first recall)
Sept 2020	No notification received as purchaser by BTHA	



Appendix 3. The Crocodile Story (Cont.)

Timeline	Action	Additional comments
Nov 2020	Crocodile listed on EU Safety Gate (RAPEX).	Report 48 Ref: A12/01612/20 - Recall due to small parts – zip puller detached and access to stuffing plus thin plastic sheeting.
Dec 2020	Amazon advertise to us as a last-minute Christmas Deal.	
Dec 2020	Stars on Channel 4's 'Truth about Amazon' Programme.	Fails EN71-1 testing.
Jan 2021	Email received with product safety notification from the previous. Amazon recall.	
Feb 2021	One product purchased and sent for testing.	Fails EN71-1 testing.
Oct 2021	Crocodile listed on UK Product Safety Database.	Report 42 Ref: 2109-0277 – Recall due to small parts – zip puller detached and access to stuffing.
Oct 2021 – Aug 2022	Further two samples purchased during this time showing the same issues as previous samples.	
Aug 2022	New purchase sent for testing.	Fails EN71-1 testing.
May 2023	New purchase showing the same issue as all previous samples.	
June 2023	Amazon advertise the same product line to us because 'They found something you might like'.	
May 2024	Seemingly identical crocodile listed on eBay and samples purchased.	Fails EN71-1 testing.

Appendix 4. List of toys ‘Still on Sale’

Still on sale checks have been made for 112 toys notified to the UK Product Safety Database from previous BTHA reports (2021, 2022). The notification information is provided below alongside each toy we have found seemingly identical listings for.



Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
12/14/2022	2212-0016	Pull string baby teething toy	Medium	Asphyxiation	Withdrawal of the product from the market AliExpress - the listing has been removed by the online marketplace			Link
12/14/2022	2212-0019	Bag of dog/ cats plush	Serious	Chemical, choking	OPSS is requiring the recall of the product AliExpress - the listing has been removed by the online marketplace			Link
12/14/2022	2212-0014	Gold UFO Drone	High	Burns	Recall of product from end users AliExpress - The listing has been removed from the online marketplace			Link
12/14/2022	2212-0020	Flashlight baby blue	High	Choking	OPSS is requiring the recall of the product AliExpress - the listing has been removed by the online marketplace			Link
12/14/2022	2212-0017	Keys wooden busy board	High	Choking	OPSS is requiring the recall of the product AliExpress - the listing has been removed by the online marketplace			Link
12/14/2022	2212-0015	Yellow star shaped plush pillow	High	Choking	OPSS is requiring the recall of the product AliExpress - the listing has been removed by the online marketplace			Link



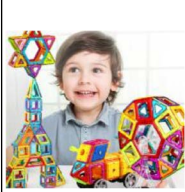

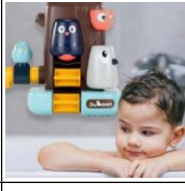
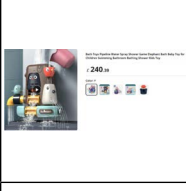




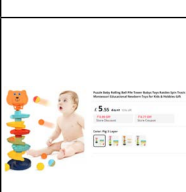

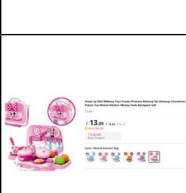
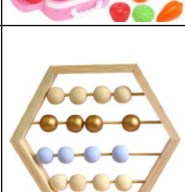
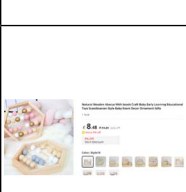
Appendix 4. List of toys 'Still on Sale' | AliExpress

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
9/10/2021	2108-0343	Wooden pendant teether	High	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/10/2021	2108-0321	Elephant wooden crochet teether	High	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/10/2021	2108-0450	Balloon powered DIY car	High	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/10/2021	2108-0396	Magnet ball coloured cube	Medium	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0115	Cheesy Puffs Soft plush toy	Serious	Chemical	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0234	Supermarket cash register toy	Medium	Suffocation	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0305	Inflatable fishing magnetic toy	High	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | AliExpress










Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
9/10/2021	2108-0343	Wooden pendant teether	High	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0079	Ice cream Lego truck	Medium	Injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0088	Magnetic maze ball blocks	High	Injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0440	Pretend cake food	Medium	Injuries and Asphyxiation	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0096	Draw with light board	Serious	Chemical and Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0300	Magnastix	High	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0303	Magnetic fruity earrings	High	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | AliExpress




Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
9/17/2021	2108-0306	Plastic magnetic fishing set	High risk	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0432	Magnetic building shapes / blocks	Medium	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
9/24/2021	2108-0411	Bath Toy pipeline/ shower game	Medium	Suffocation and Choking	Recall of the product from end users. AliExpress - The listing has been removed by the online marketplace			Link
10/1/2021	2109-0253	Colour magnetic balls in cube in tin	Medium	Choking & injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
10/8/2021	2108-0247	Magnetic shapes in clear box	Medium	Choking and injuries	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
10/8/2021	2108-0242	Rolling Ball Toy	Serious	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed by the online marketplace			Link
10/8/2021	2108-0237	Minnie Mouse Kitchen Set	High	Choking and Suffocation	Withdrawal of the product from the marketplace AliExpress - The listing has been removed by the online marketplace			Link
10/8/2021	2108-0243	Wooden Abacus Toy	Serious	Choking	Recommend owners stop using product and contact distributor AliExpress - The listing has been removed from the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | Amazon






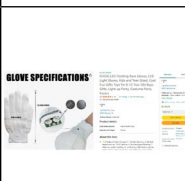
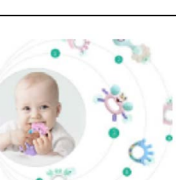
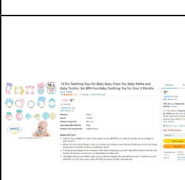





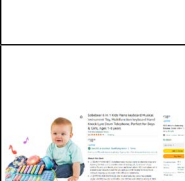


Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
1/21/2022	2109-0188	Elephant bath shower toy ASIN: B089DR6DX	Serious	Choking	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
3/25/2022	2108-0212	Libra Frog Intelligent Game ASIN: B07WRB-V73D	Serious	Choking & Asphyxiation	The product has been withdrawn from the market. Amazon - the listing has been removed by the online marketplace			Link
3/25/2022	2108-0193	Children music iphone ASIN: B08LVK-CB4K	Medium	Burns	We recommend users stop using this product immediately. Contact the distributor you purchased from to request redress. Amazon - the listing has been removed by the online marketplace			Link
3/25/2022	2108-0353	Fidget wacky Tracks toy ASIN: B08QM 8ZZBR	Medium	Choking	We recommend users stop using this product immediately. Contact the distributor you purchased from to request redress. Amazon - the listing has been removed by the online marketplace			Link
3/25/2022	2108-0336	Baztoy flying ball ASIN: B089M 7MP23	High	Chemical, choking and injuries	We recommend users stop using this product immediately. Contact the distributor you purchased from to request redress. Amazon - the listing has been removed by the online marketplace			Link


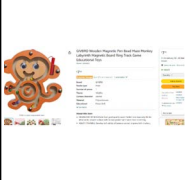

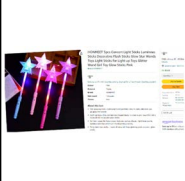


Appendix 4. List of toys ‘Still on Sale’ | Amazon

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
12/14/2022	2212-0039	Fairy craft lantern toy ASIN: B09N1FWSYY	Serious	Choking, Asphyxiation	The product has been recalled from end users Amazon - The listing has been removed by the online marketplace			Link
11/28/2022	2206-0249	Abree 30pc Magnetic Fishing toy ASIN: B078SNQ3HH	Medium	Choking	OPSS is requiring the recall of the product Amazon - the listing has been removed by the online marketplace”			Link
9/17/2021	2108-0138	Wind up bath turtles ASIN: B08DJ5LL66	Medium	Choking and Suffocation	Withdrawal of the product from the marketplace Amazon - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0117	Build a Garden ASIN: B082YQQBPX	Medium	Injuries	Recommend owners stop using product and contact distributor Amazon - The listing has been removed by the online marketplace			Link
9/24/2021	2108-0158	Bath Basketball Hoop ASIN: B08CL1F556	Medium	Choking and Strangulation	Recommend owners stop using product and contact distributor Amazon - The listing has been removed by the online marketplace			Link
10/1/2021	2109-0055	Watermelon Threading Toy ASIN: B07MYFSGZ	High	Strangulation	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0044	Magnetic Putty ASIN: B07B7LSPY9	Serious	Choking and internal injuries	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0018	Magnetic pen and magnet set ASIN: B081JTSV9H	High	Choking and injuries	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys ‘Still on Sale’ | Amazon

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
10/15/2021	2109-0049	Airbus airplane ASIN: B0756MT4FY	Medium	Burns	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0027	Magnetic pizza pens ASIN: B01F36DST0	Serious	Choking, Injuries & Asphyxiation	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0215	Light up gloves ASIN: B07X3VVDW	High	Internal injuries & choking	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/22/2021	2109-0418	Baby teething rattles 14pc box ASIN: B08LD2Y7GZ	Serious	Choking	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/22/2021	2109-0408	Hollow teething tubes ASIN: B08T5L9ZXH	High	Choking	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/29/2021	2109-0060	Water doodle mat ASIN: B074N3Z7H8 ASIN: B074MTP6HD	High	Choking	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/29/2021	2109-0184	Lictin musical piano xylophone ASIN: B08NDLYT3T	Serious	Strangulation & Asphyxiation	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys ‘Still on Sale’ | Amazon

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
10/29/2021	2109-0017	Monkey maze ASIN: B084ZDNRHS	High	Choking, Injuries & Asphyxiation	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
10/29/2021	2110-0008	Glow LED pink star wand ASIN: B07KPCR899	Serious	Choking & internal injuries	The product has been recalled from the end users Amazon - The listing has been removed by the online marketplace			Link
11/12/2021	2109-0047	Horseshoe magnetic set ASIN: B081SZMRDY	High	Injury	The product has been recalled from end users Amazon - The listing has been removed from the online marketplace”			Link

Appendix 4. List of toys 'Still on Sale' | eBay



Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
1/21/2022	2108-0414	Mini magical magnetic shapes other prod id: 363184 751133	Serious	Injuries and choking	Recall of the product from end users Ebay - The listing has been removed by the online marketplace			Link
1/21/2022	2109-0025	Silver magnetic shapes in silver tin other prod id: 154231 517949	Medium	Choking and injuries	The product has been recalled from the market Ebay - the listing has been removed by the online marketplace			Link
3/25/2022	2108-0458	Bees magnetic earrings EAN: 032500 060017	Medium	Injuries	We recommend users stop using this product immediately. Contact the distributor you purchased from to request redress. Ebay - the listing has been removed by the online marketplace			Link
3/25/2022	2108-0459	Magnetic earrings fish Ebay item no.174292 633679	Medium	Injuries	We recommend users stop using this product immediately. Contact the distributor you purchased from to request redress. Ebay - the listing has been removed by the online marketplace			Link
9/10/2021	2109-0075	Wooden veg set with tray item no.38337 2113166	Serious	Choking	Recommend owners to stop using product and contact distributor Ebay - The listing has been removed by the online marketplace			Link
9/10/2021	2108-0141	Hallo telephone item no.133602 550473	Serious	Multiple risks (Choking, injuries, strangulation & asphyxiation)	Recommend owners to stop using product and contact distributor Ebay - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | eBay

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
9/17/2021	2108-0263	Piano toy item no.23379 4767833	Serious	Choking and burns	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0311	Baby rabbit rattle item no.313329 327772	Serious	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0318	Wooden bead baby gym stand item no.174545 773906	Serious	Choking and strangulation	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/1/2021	2109-0071	Baby Gym Play Mat with Arch & Piano item no.373426 908504	High	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/1/2021	2109-0187	Baby Shark plush item no.363310 819734	Serious	Chemical, choking & burns	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/8/2021	2109-0092	Sprinkler ball bath water toy item no.333841 535619	Medium	Choking and burns	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0154	Dancing Bee item no.164480 514115	Medium	Electric shock & burns	Withdrawal of the product from the market Ebay - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0191	Sensory LED toy Item no.183969 870498	Serious	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | eBay

Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
10/15/2021	2109-0183	Wooden Camera item no.392879 473760	High	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0178	Grey TV music remote control item no.35338 3111518	High	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0210	LED white bear item no.164688 207030	High	Choking	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/15/2021	2109-0180	Wooden sunflower teether item no. 133507 470768	Serious	Choking & Asphyxiation	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/29/2021	2109-0401	Drum musical set ebay item no. 133600 400802	Serious	Choking & Strangulation	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
10/29/2021	2109-0185	Wooden ribbon teether ebay item no. 373122 533054	High	Choking & asphyxiation	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
11/4/2021	2109-0194	Educational magnetic building blocks 68pcs item no.124500 486843	Medium	Injuries	The product has been recalled from the end users Ebay - The listing has been removed by the online marketplace			Link
12/10/2021		Baby doll in bath tub	Serious	Chemical and Choking	The product has been recalled from end users Ebay - The product has been delisted from the online marketplace			Link

Appendix 4. List of toys 'Still on Sale' | Wish



Published	Alert number	Description of toy	Risk level	Risk type	Corrective measures	Original Image of advertised toy	Seemingly identical toy still available	Links
1/3/2023	2212-0168	Busy Board school bus style activity board. Wish ID: 6186204F0 D9D03B03 A82E7C1	High	Choking	OPSS are requiring the recall of the product from the end users Wish - the listing has been removed by the online marketplace			Link
1/18/2023	2206-0266	Baby Animal farm piano toy Wish ID: 5cf6328fc 5fb371757 b15547	High	Choking	OPSS are requiring the recall of the product from the end users Wish - the listing has been removed by the online marketplace			Link
9/17/2021	2108-0223	LED Soft Blue Plush Dog	Serious	Choking	The product has been recalled from the end users Wish - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0228	Birthday cake with candles	Serious	Injuries	The product has been recalled from the end users Wish - The listing has been removed by the online marketplace			Link
9/17/2021	2108-0256	Wooden Russian Dog dolls	Serious	Choking and Suffocation	The product has been recalled from the end users Wish - The listing has been removed by the online marketplace			Link

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