



Office for Product
Safety & Standards



Buy toys safely this Christmas

Follow our safety checks for
buying toys safely this Christmas.

Safety checks for toy shopping

Know who you are buying from

Wherever you are shopping, remember reputation matters. Is the seller widely recognised for safe and reliable toys?

Get as much information on the seller as you can, especially if you're buying from an online marketplace.

Not everything sold on an online platform is supplied by them. If the actual supplier is not based in the UK, you may face heightened risks.

Always read the warnings and instructions

Toys must be clearly marked with age restrictions, which are based on risks such as choking hazards. Always follow the age recommendations.



Consider special needs

Children with special needs might be more vulnerable, so keep this in mind when shopping.



Avoid toys with small parts

They can be a choking hazard.



Look out for strangulation hazards

Loose ribbons on toys and costumes can pose risks to young children.



Check the toys are for kids

Magnets can look like toys. Keep them away from children.



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Compare the sellers

Bargains may be too good to be true. Compare the toy's price with other sellers. If it's a fraction of the cost, it's likely to be counterfeit.



Check for button batteries

Ensure that any button batteries in a toy are safely behind a screwed down flap.



Check for product recalls

See if the toy you're buying has been recalled at [productrecallcampaign.gov.uk](https://www.productrecallcampaign.gov.uk)



Check before you wrap

Toys must be clearly marked with age restrictions, which are based on risks such as choking hazards. Always follow the age recommendations.

