



# Market study: United States

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## 1. COUNTRY DESCRIPTION AND SOCIO-ECONOMIC TRENDS

The United States, sometimes known as the United States of America, commonly referred to as America, is a federal republic with 50 states in North America. The 48 contiguous states that are in the central latitudes of the continent are joined by Hawaii, an island state in the centre of the Pacific Ocean, and Alaska, a state at the far western end of North America. The conterminous states are encircled by Canada to the north, the Atlantic Ocean to the east, the Gulf of Mexico and Mexico to the south, and the Pacific Ocean to the west. The United States is the world's fourth-largest country by area (after Russia, Canada, and China).

Washington, which includes the District of Columbia, the federal capital region established in 1790, serves as the nation's capital.

By gross domestic product, the United States is the world's most powerful economy (GDP).

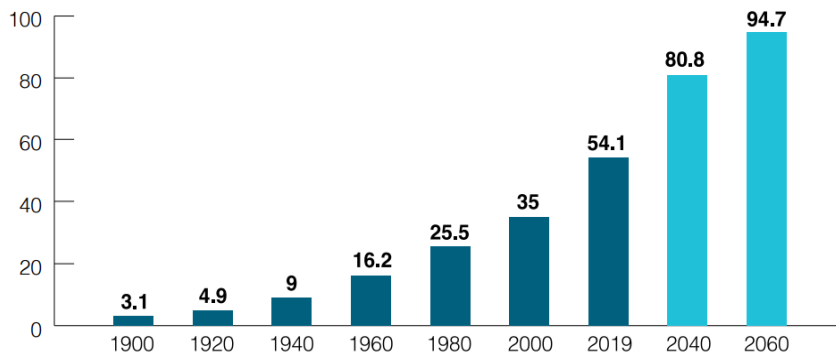
The country's wealth can be attributed in part to its abundant natural resources and massive agricultural output, but it owes more to its highly developed industry. The United States is the most significant individual element in international trade due to the sheer size of its economy, despite its relative economic self-sufficiency in many areas. Major sections of the global total are represented by its imports and exports.<sup>1</sup>

As described in the graph below **(number of people aged 65 and older, in millions)**<sup>2</sup>. There is a continuous increase of the number of people 65 and older (note: lighter bars in 2040 and 2060 indicate projections):

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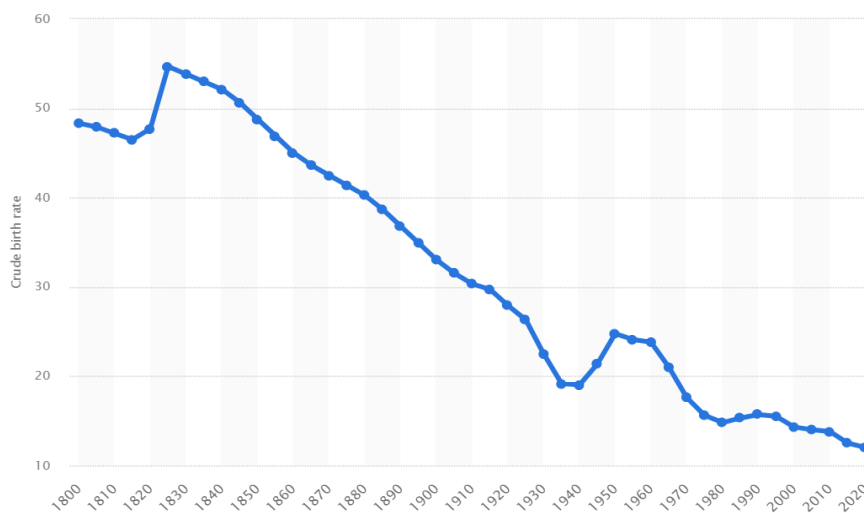
<sup>1</sup> <https://www.britannica.com/place/United-States>

<sup>2</sup> U.S. Census Bureau, Population Estimates and Projections



The forecast shows that for the period 2019-2060, the number is expected to grow by more than 40 million people, reaching 94.7 million people aged 65 and older.<sup>3</sup>

As it can be observed in the graph ("**Crude birth rate in the United States from 1800 to 2020**"), a continuous decline of birth rate in the U.S. is a fact since 1950 onwards. A couple of years after the end of WWII, the birth rate marked around 26 live births per thousand people, meaning that 2.6% of the population had been born in 1950. Looking at 2020, this percentage has decreased significantly, resulting in 12 live births per thousand people,



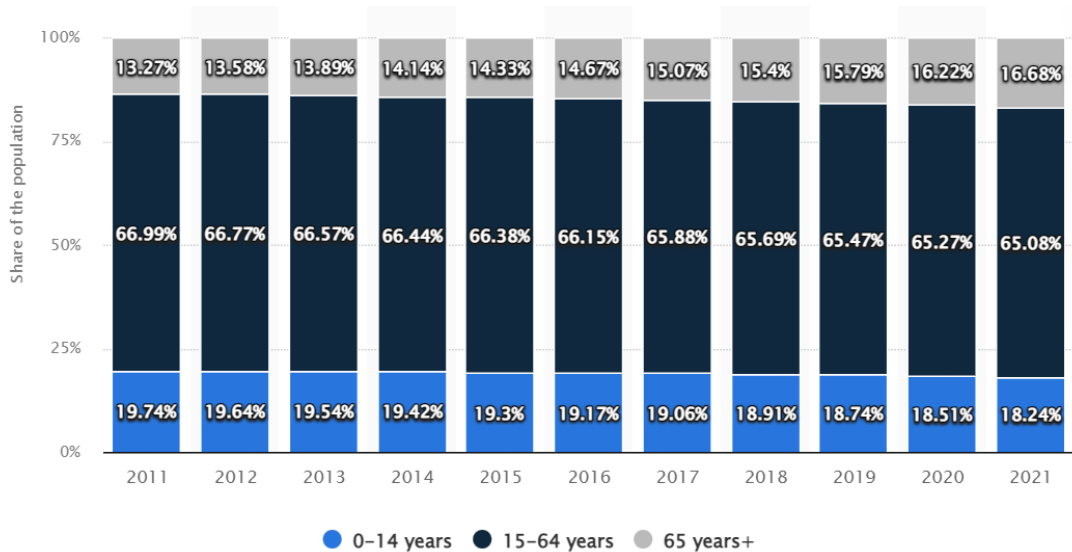
meaning that in 2020 only 1.2% of the population had been born.<sup>4</sup>

Age distribution vertical bar chart ("**Age distribution in the United States from 2011 to 2021**") provides information about the proportion of people,

<sup>3</sup>[https://acl.gov/sites/default/files/aging%20and%20Disability%20In%20America/2020Profileolderamericans.final\\_.pdf](https://acl.gov/sites/default/files/aging%20and%20Disability%20In%20America/2020Profileolderamericans.final_.pdf)

<sup>4</sup><https://www.statista.com/statistics/1037156/crude-birth-rate-us-1800-2020/>

based on defined age categories. The data during the period 2011-2021 set a trend of increasing population of people over 65 years old from 13,27% (2011) to 16.68% (2021) of the population, while the other two categories marked a continuous decline, as follows: 15-64 years old has declined with almost 2%, resulting in 65.08%, while 0-14 years old has declined with 1,5%, ending up with 18.24% of the total population.<sup>5</sup>



### Fast facts about the U.S. economy<sup>6</sup>

- Gross Domestic Product (GDP): **\$25.66 trillion** (nominal, third quarter of 2022)
- GDP growth rate: **2.6%** (annualised rate, third quarter of 2022)
- Real GDP per capita: \$60,082 (third quarter of 2022), \$70,480 PPA (2021).
- Gross national income \$23.4 trillion (2021)
- Unemployment rate: 3.7% (November, 2022)
- Federal minimum wage: \$7.25 per hour
- Currency: United States Dollar (USD)
- Euro-to-dollar conversion: Average of \$1,06 (March 1, 2023)

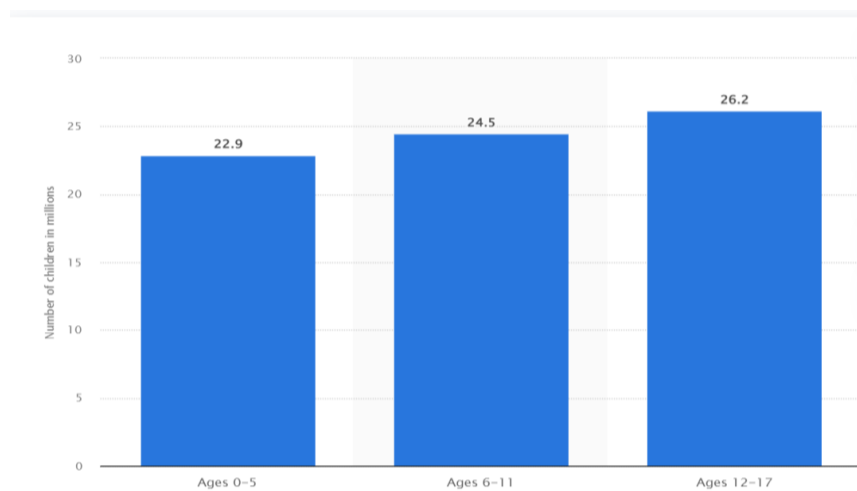
<sup>5</sup><https://www.statista.com/statistics/270000/age-distribution-in-the-united-states/#:~:text=In%202021%2C%20about%2018.24%20percent,over%2065%20years%20of%20age.>

<sup>6</sup><https://www.thebalancemoney.com/us-economy-facts-4067797>

## 2. SECTOR TRENDS

When observing the proportion of the child population in the total US population from 1950 to 2021, it can be concluded that there is a downward trend, since currently the child population contributes 22.2% of the total. Additionally, for the purpose of better representation, the distribution per children's age (ages 0-5 [22.9 mill.], ages 6-11 [24.5 mill.] and ages 12-17 [26.2 mill.]) is described in the graph.

The graph represents the number of children in the United States per age group in 2021 (in millions).<sup>7</sup>



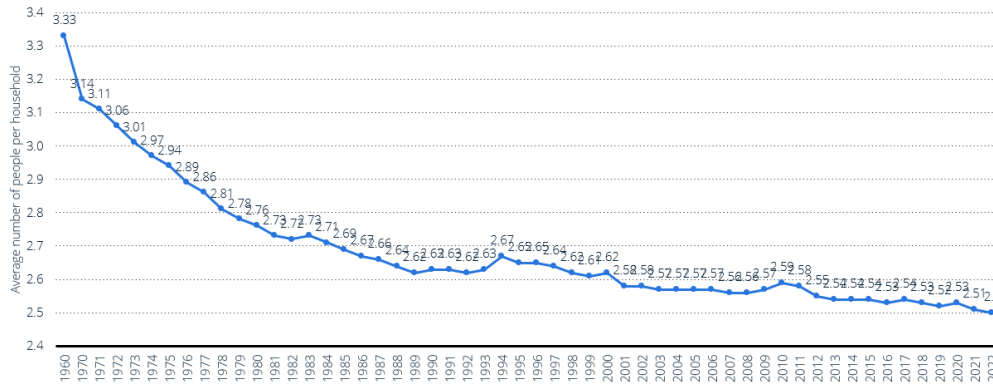
**As for the population per household**, around one fifth of the researched population (21%) does not fall into the category of interest being both “single household” or “two-person household”. The remaining 79% which could be of interest for the ongoing research include “small families (up to 2 children)”, taking the lead with 46% and one third (33%) of participants falling into the category of either “large families (more than 2 children)” or “Other”.

Contributing to this information, findings about “Average number of people per household in the U.S from 1960 and 2022” take place. The

<sup>7</sup><https://www.statista.com/statistics/457786/number-of-children-in-the-us-by-age/#:~:text=In%202021%2C%20there%20were%20about,years%20old%20in%20the%20country.>

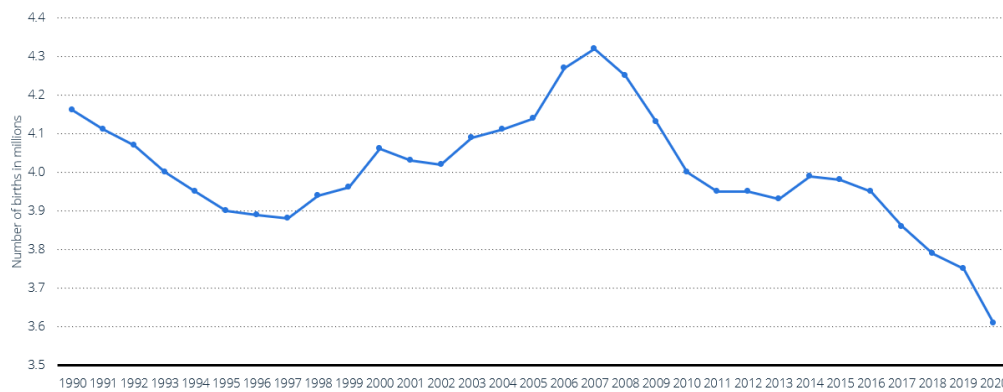


following chart represents the average number of people per household in the United States from 1960 to 2022<sup>8</sup>.



There is an ongoing decreasing trend, with current figures showing **the average size of households in the U.S.** in 2022 is 2,5 people, which is a visible downgrade compared to the beginning of the 60s with around 3,3 people.

Additionally, looking at the next graph, a crucial information about “Number of births in the United States (1990-2020)” is provided<sup>9</sup>:



A continuous fluctuating trend is observed from 1990 to 2007, when there was a peak in number of births in the U.S. Since 2007 onwards, there is a plunging trend of new-borns until reach a number of approximately 3.6 million births, compared to more than 4.3 million births just 13 years ago (2007).

<sup>8</sup> [Average size of households in the U.S. 2022 | Statista](#)

<sup>9</sup> [Births in the U.S. 2020 | Statista](#)

Additionally, according to the United States Census Bureau (2018), older adults (65+) are projected to outnumber children (under 18), contributing to the opinion the United States is becoming an ageing country.<sup>10</sup>

In terms of fertility rates (according to data from the National Centre for Health Statistics) there has been a sharp decline in fertility rates in recent years, with most women having an average of 1.3 babies and an increasing percentage of giving birth after the age of 35.

## 2.1. TOY MARKET

Based on the 12 global markets tracked by The NPD Group, toy industry sales have increased 2%, reaching 36,7 billion USD as of September 2022 in comparison to the same period one year ago. The sales revenues have increased 30% in comparison to 28,300 billion USD generated in 2019 after the pandemic. **Plush toys experienced the biggest growth of 32%, followed by action figures, construction sets and accessories with 12%, exploratory toys and other toys at 10%.**

On the other hand, outdoor and sports toys and dolls had the biggest decrease in sales, falling to 7% and 8%, respectively.

Regarding **the five best selling toy brands last year**, considering the data until September 2022, Pokémon was the one that achieved most sales, followed by Star Wars, Barbie, Marvel Universe and Hot Wheels.

Moreover, based on the research implemented by World Atlas (2017), U.S. was ranked 2nd (av.\$371) in terms of most expenditures for children's toys, one position behind the UK (av. \$438) (as shown in the graph).<sup>11</sup>

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<sup>10</sup><https://www.statista.com/statistics/457786/number-of-children-in-the-us-by-age/#:~:text=In%202021%2C%20there%20were%20about,years%20old%20in%20the%20country>  
<https://www.census.gov/library/stories/2018/03/graying-america.html>

<sup>11</sup><https://www.worldatlas.com/articles/countries-that-spend-most-on-toys-how-much-should-you-spend-on-your-kids.html>

This way, the following graph shows the 7 countries, in order, that spend the most on toys (in USD).

Rank	Country	Amount spent (USD)
1	United Kingdom	438
2	United States	371
3	France	358
4	Germany	336
5	Russia	300
6	Italy	187
7	Spain	176



Nevertheless, more recent research by SWNS Digital (2021) suggests **that the average American family spends around \$581 a year on toys.** Having that in mind, it could be concluded that the U.S. are tending to spend more money on toys year after year.<sup>12</sup>

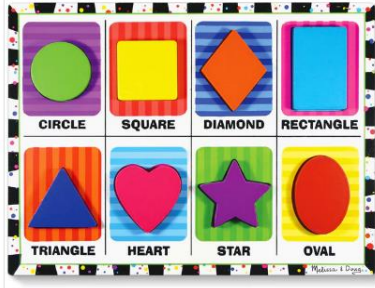

According to Parents (2022), **the type of toys children plays with vary a lot based on their age.** Further description of this statement is provided on the following graph:<sup>13</sup>


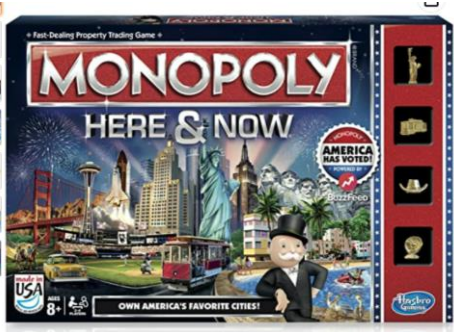
Age Group	Type of Toys
0-12 months	<ul style="list-style-type: none"> <li>- Brightly coloured, multi-patterned mobiles</li> <li>- Rattles</li> <li>- Unbreakable mirrors</li> <li>- Floor gyms</li> <li>- Activity boards</li> <li>- Soft, washable, colourful stuffed animals or dolls with a smiling face</li> <li>- Small stuffed fabric balls</li> </ul>

<sup>12</sup> <https://swnsdigital.com/us/2016/11/average-child-gets-6500-worth-of-toys-in-their-lifetime/>

<sup>13</sup> <https://www.parents.com/fun/toys/kid-toys/toys-for-all-ages/>

	 <p><i>Tiny Love Gymini Deluxe - Magical Tales Black</i></p>
<p>1-2 years</p>	<ul style="list-style-type: none"> <li>- Stacking rings</li> <li>- Nesting cups or boxes</li> <li>- Push-or pull-toys that make noise or have pieces that pop up or move</li> <li>- Hammering sets that led kids pound pegs or balls through holes</li> <li>- Simple, sturdy musical instruments such as tambourines, drums or maracas</li> <li>- Shape sorters</li> <li>- Play vehicles such as a school bus or a fire engine, and plastic people that ride in them</li> <li>- Puzzles with four or five pieces</li> <li>- Rubber ducks or toy boats</li> </ul>  <p><i>GO Tots Roll &amp; Ride Bus.</i></p>
<p>2-3 years</p>	<ul style="list-style-type: none"> <li>- Dolls and stuffed animals</li> <li>- A toy telephone, a tea-party set, a doll stroller, a play kitchen</li> <li>- Ride-on toys, tricycles, and balance bikes</li> <li>- Musical instruments (e.g., toy pianos)</li> <li>- Large transportation toys with buttons that make a horn honk or a siren whistle</li> <li>- Puzzles</li> <li>- Construction toys that snap together</li> </ul>

	 <p><i>Shapes Chunky Puzzle</i></p>
<p>4-5 years</p>	<ul style="list-style-type: none"> <li>- Art supplies, craft kits, Play-Doh</li> <li>- Blocks of different shapes</li> <li>- Computerised toys that teach phonics, reading or maths</li> <li>- Construction sets with large pieces, such as Magna-Tiles, Legos, or fort-building kits</li> <li>- Puzzles of greater complexity</li> <li>- Action figures</li> <li>- Barbies and other dolls</li> <li>- Costumes</li> <li>- Transportation toys, such as parking garages, airports, and train stations</li> <li>- Board games that do not require reading, such as Hungry Hungry Hippos, Chutes and Ladders, Candy Land</li> <li>- Soccer balls and basketballs</li> <li>- Active games such as Jenga or The Floor is Lava</li> <li>- Bicycles (with training wheels)</li> </ul>  <p><i>Hungry Hungry Hippos</i></p>
<p>6-7 years</p>	<ul style="list-style-type: none"> <li>- Basic science kits</li> <li>- Slimes</li> <li>- Magnets, telescopes</li> <li>- Art supplies and craft kits</li> <li>- Nintendo, PlayStation, Xbox games</li> <li>- Computer tablets</li> <li>- Legos, Magna-Tiles, and other building sets</li> <li>- Sports equipment</li> </ul>

	<ul style="list-style-type: none"> <li>- Remote-control cars</li> <li>- Barbies and similar dolls</li> <li>- Games that require strategies, such as chess, checkers or jenga</li> </ul>  <p><i>Nintendo</i></p>
<p>8 years and beyond</p>	<ul style="list-style-type: none"> <li>- More elaborate science kits</li> <li>- Tablet or computer for online games</li> <li>- Nintendo, PlayStation, Xbox games</li> <li>- Craft kits</li> <li>- Slimes</li> <li>- Outdoor sporting equipment</li> <li>- Intricate construction sets</li> <li>- Board games such as Scrabble, Monopoly and Trivial Pursuit Junior</li> <li>- Strategy games such as chess, checkers, or Jenga</li> <li>- Bananagrams</li> <li>- Model kits</li> </ul>  <p><i>Monopoly</i></p>

## 2.2. APPAREL MARKET

The children's clothing market in the United States is an important and constantly evolving market. According to a Statista report, the children's clothing market in the United States generated revenues of more than \$3 billion in 2020.

The market is dominated by major clothing brands such as Carter's, Gap Kids and The Children's Place, but there are also many other brands and manufacturers that are popular with American parents.

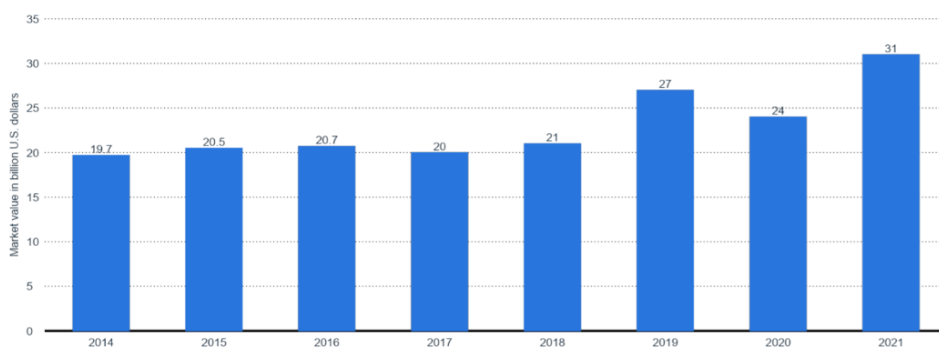
The United States kids apparel industry is being driven by the influence of social media and new emerging apparel trends. Matching outfits and miniature, age-appropriate variants of adult clothing for kids are witnessing heightened demand.

Market trends include a preference for comfortable clothing such as t-shirt and leggings, as well as for products that emphasise sustainable and environmentally friendly materials. Finally, unisex clothing is also gaining in popularity, as it recorded a 27% increase in 2020.

Finally, e-commerce plays an important role in the US children's clothing market, with many stores and retailers offering online purchases and convenient delivery options for busy parents. This way, online sales increased by more than 20% in 2020. This topic will be further discussed in its corresponding section.

Baby clothing accounts for the largest share of the market followed by children's clothing aged 2-5.

The following graph gives information about "Value of the baby and young children's apparel market in the United States from 2014 to 2021 (in billions U.S. dollars)"<sup>14</sup>.



<sup>14</sup> [Baby and young children's apparel market value U.S. 2021 | Statista](#)

For the period 2014-2016, the market experienced continuous growth from 19.7 bill. USD to 20.7 bill. USD. Since 2017, this apparel market generated growth except for 2020 (falling from 27 bill. USD to 24 bill. USD), but in the following 2021, the value has improved to a 7-years highest of 31 bill. USD.<sup>15</sup>

REVENUE in billion USD (US\$)															
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	
Baby Clothes	36.99	35.26	35.72	37.52	38.82	39.07	34.00	37.32	37.60	42.51	43.71	44.84	45.99	47.15	
Blazers (children)	9.15	8.69	8.43	8.58	8.95	8.84	7.83	8.77	8.42	9.35	9.55	9.73	9.95	10.21	
Clothing Accessories	20.40	19.34	19.25	20.02	21.01	21.14	18.57	20.48	20.49	23.09	23.76	24.39	25.06	25.78	
Coats & Jackets (child)	13.93	13.14	13.33	13.79	13.90	13.52	11.65	12.75	12.50	14.11	14.37	14.59	14.88	15.23	
Dresses & Skirts (child)	13.81	13.16	13.26	13.70	13.90	13.80	11.97	13.19	13.15	14.75	15.09	15.39	15.73	16.13	
Jerseys, Sweatshirts	28.08	26.30	26.23	27.20	27.79	27.67	23.81	25.82	25.81	28.69	29.16	29.57	30.10	30.75	
Night & Underwear	14.48	13.92	14.05	14.57	15.11	15.09	13.19	14.49	14.46	16.20	16.57	16.91	17.30	17.75	
Shirts & Blouses (child)	23.89	21.77	21.51	22.12	22.49	22.46	19.13	20.56	20.79	23.17	23.57	23.91	24.30	24.77	
Socks (children)	5.05	4.81	4.86	5.08	5.30	5.28	4.60	5.05	4.97	5.63	5.77	5.90	6.04	6.21	
Sports & Swimwear	18.00	17.93	18.71	19.82	21.31	22.00	20.30	22.80	23.12	26.46	27.73	28.95	30.17	31.36	
Suits & Ensembles (child)	4.76	4.27	4.05	4.07	4.06	3.98	3.35	3.60	3.54	3.93	3.96	3.98	4.01	4.03	
Tights & Leggings (child)	1.95	1.69	1.66	1.73	1.80	1.81	1.56	1.70	1.62	1.89	1.94	1.98	2.02	2.07	
Trousers (children)	36.56	34.52	34.63	35.95	37.03	36.89	32.22	35.21	34.79	38.97	39.78	40.50	41.37	42.40	
T-Shirts (children)	15.84	15.10	15.41	16.21	16.83	17.00	14.77	16.25	16.55	18.74	19.29	19.81	20.37	20.98	
Total	242.90	229.90	231.10	240.40	248.30	248.50	216.90	238.00	237.80	267.50	274.30	280.40	287.30	294.80	

The table shows the revenue in billion USD for the children's apparel market, divided by categories. It can be seen a continuous increasing trend for the period 2014-2024 (e.g., the category of baby clothes generated and is yet to generate more than 6.5 bill. USD increase for a 10-year period).

REVENUE CHANGE in percent														
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	
Baby Clothes	-4.7	1.3	5.0	3.5	0.6	-13.0	9.8	0.8	13.1	2.8	2.6	2.6	2.5	
Blazers (children)	-5.1	-3.0	1.9	4.2	-1.2	-11.4	11.9	-4.0	11.1	2.1	1.9	2.2	2.6	
Clothing Accessories	-5.2	-0.5	4.0	4.9	0.6	-12.2	10.3	0.0	12.7	2.9	2.7	2.7	2.9	
Coats & Jackets (child)	-5.7	1.4	3.5	0.8	-2.7	-13.8	9.4	-2.0	12.9	1.8	1.5	2.0	2.4	
Dresses & Skirts (child)	-4.7	0.8	3.3	1.5	-0.7	-13.3	10.2	-0.3	12.2	2.3	2.0	2.2	2.5	
Jerseys, Sweatshirts	-6.3	-0.3	3.7	2.2	-0.4	-14.0	8.4	0.0	11.2	1.6	1.4	1.8	2.2	
Night & Underwear	-3.9	0.9	3.7	3.7	-0.1	-12.6	9.9	-0.2	12.0	2.3	2.1	2.3	2.6	
Shirts & Blouses (child)	-8.9	-1.2	2.8	1.7	-0.1	-14.8	7.5	1.1	11.4	1.7	1.4	1.6	1.9	
Socks (children)	-4.8	1.2	4.5	4.3	-0.3	-13.0	9.8	-1.5	13.2	2.5	2.2	2.5	2.8	
Sports & Swimwear	-0.4	4.4	5.9	7.5	3.2	-7.7	12.3	1.4	14.4	4.8	4.4	4.2	3.9	
Suits & Ensembles (child)	-10.3	-5.1	0.5	-0.2	-1.9	-16.0	7.5	-1.6	10.9	0.9	0.6	0.6	0.5	
Tights & Leggings (child)	-13.5	-1.4	4.3	4.0	0.4	-13.7	8.8	-4.5	16.4	2.5	2.2	2.3	2.5	
Trousers (children)	-5.6	0.3	3.8	3.0	-0.4	-12.7	9.3	-1.2	12.0	2.1	1.8	2.1	2.5	
T-Shirts (children)	-4.7	2.1	5.2	3.8	1.0	-13.1	10.0	1.8	13.2	2.9	2.7	2.8	3.0	
Total	-5.4	0.5	4.0	3.3	0.1	-12.7	9.7	-0.1	12.5	2.5	2.2	2.5	2.6	

The following graph presents the revenue change in percentage, giving a better outlook of moments of decrease, fluctuation and increase of revenue throughout the years.

<sup>15</sup> Statista: all tables



## AVERAGE REVENUE PER CAPITA in USD (US\$)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Baby Clothes	5.28	4.98	4.99	5.18	5.31	5.28	4.55	4.95	4.94	5.53	5.64	5.74	5.83	5.93
Blazers (children)	1.31	1.23	1.18	1.19	1.22	1.20	1.05	1.16	1.11	1.22	1.23	1.25	1.26	1.28
Clothing Accessories	2.91	2.73	2.69	2.77	2.87	2.86	2.49	2.72	2.69	3.01	3.07	3.12	3.18	3.24
Coats & Jackets (child)	1.99	1.86	1.86	1.90	1.90	1.83	1.56	1.69	1.64	1.84	1.85	1.87	1.89	1.92
Dresses & Skirts (child)	1.97	1.86	1.85	1.89	1.90	1.87	1.60	1.75	1.73	1.92	1.95	1.97	2.00	2.03
Jerseys, Sweatshirts	4.01	3.71	3.66	3.76	3.80	3.74	3.19	3.42	3.39	3.74	3.76	3.78	3.82	3.87
Night & Underwear	2.07	1.97	1.96	2.01	2.06	2.04	1.77	1.92	1.90	2.11	2.14	2.16	2.20	2.23
Shirts & Blouses (child)	3.41	3.07	3.00	3.06	3.07	3.04	2.56	2.73	2.73	3.02	3.04	3.06	3.08	3.12
Socks (children)	0.72	0.68	0.68	0.70	0.72	0.71	0.62	0.67	0.65	0.73	0.74	0.75	0.77	0.78
Sports & Swimwear	2.57	2.53	2.61	2.74	2.91	2.98	2.72	3.02	3.04	3.45	3.58	3.70	3.83	3.95
Suits & Ensembles (child)	0.68	0.60	0.57	0.56	0.56	0.54	0.45	0.48	0.47	0.51	0.51	0.51	0.51	0.51
Tights & Leggings (child)	0.28	0.24	0.23	0.24	0.25	0.25	0.21	0.23	0.21	0.25	0.25	0.25	0.26	0.26
Trousers (children)	5.22	4.87	4.84	4.97	5.06	4.99	4.31	4.67	4.57	5.07	5.13	5.18	5.25	5.34
T-Shirts (children)	2.26	2.13	2.15	2.24	2.30	2.30	1.98	2.16	2.17	2.44	2.49	2.53	2.58	2.64
Total	34.68	32.45	32.27	33.20	33.93	33.61	29.04	31.55	31.24	34.82	35.39	35.88	36.44	37.09

This table aims to give more insights about the average revenue per capita in USD, showing the economic contributions of each category of products.

Additionally, some tables, regarding the volume, volume growth, average volume per capita will take place:

## VOLUME BY SEGMENT in million pieces

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Baby Clothes	9794.9	10031.2	10229.2	10382.6	10632.2	10788.8	9052.6	9610.2	9898.7	10856.8	11028.0	11190.6	11349.7	11510.0
Blazers (children)	612.2	599.1	583.8	575.2	580.9	584.5	505.9	547.3	513.7	555.6	556.6	556.8	556.7	556.8
Clothing Accessories	8693.5	8672.5	8618.8	8652.5	8892.2	9104.8	7878.3	8400.0	8468.0	9261.0	9387.5	9502.0	9613.8	9726.8
Coats & Jackets (child)	862.5	880.7	889.7	886.7	876.3	868.1	752.1	793.6	763.9	846.6	853.1	858.4	863.3	868.3
Dresses & Skirts (child)	1921.8	1925.6	1944.3	1950.1	1957.6	1970.4	1685.5	1791.3	1805.7	1984.6	2008.8	2031.0	2052.5	2074.1
Jerseys, Sweatshirts	6653.9	6661.1	6664.2	6690.2	6765.1	6800.6	5843.2	6153.3	6145.0	6699.3	6736.3	6766.5	6794.0	6822.5
Night & Underwear	12188.6	12320.9	12335.6	12282.9	12294.0	12214.8	10404.1	10961.3	10880.2	11883.0	11962.7	12030.5	12093.3	12157.8
Shirts & Blouses (child)	5329.4	5226.6	5173.8	5113.8	5150.6	5178.3	4381.3	4568.0	4663.9	5089.4	5120.6	5147.5	5172.5	5198.1
Socks (children)	4375.4	4393.1	4392.4	4447.8	4573.3	4676.5	4091.3	4281.9	4227.6	4634.0	4663.7	4687.6	4709.5	4732.1
Sports & Swimwear	1317.9	1349.6	1387.4	1424.7	1487.8	1533.3	1374.2	1488.1	1495.4	1671.9	1719.3	1762.6	1805.5	1848.6
Suits & Ensembles (child)	427.4	417.8	391.9	377.6	369.5	373.7	318.4	340.0	348.7	381.0	386.0	390.8	395.5	400.2
Tights & Leggings (child)	2898.9	2741.7	2673.2	2685.9	2721.5	2752.3	2364.2	2451.8	2318.0	2637.7	2672.7	2704.0	2733.7	2763.9
Trousers (children)	6673.9	6838.7	6972.6	7105.7	7266.5	7370.5	6448.2	6845.8	6730.1	7414.4	7501.9	7580.8	7656.5	7733.4
T-Shirts (children)	3612.6	3693.2	3755.9	3800.3	3902.7	3983.2	3397.1	3586.0	3732.6	4085.1	4138.4	4186.3	4233.2	4280.6
Total	65362.9	65752.0	66012.9	66375.9	67470.3	68199.8	58496.4	61818.7	61991.4	68000.5	68735.4	69395.2	70029.6	70673.1

## VOLUME GROWTH BY SEGMENT in percent

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Baby Clothes	2.4	2.0	1.5	2.4	1.5	-16.1	6.2	3.0	9.7	1.6	1.5	1.4	1.4
Blazers (children)	-2.1	-2.6	-1.5	1.0	0.6	-13.4	8.2	-6.1	8.2	0.2	0.0	0.0	0.0
Clothing Accessories	-0.2	-0.6	0.4	2.8	2.4	-13.5	6.6	0.8	9.4	1.4	1.2	1.2	1.2
Coats & Jackets (child)	2.1	1.0	-0.3	-1.2	-0.9	-13.4	5.5	-3.7	10.8	0.8	0.6	0.6	0.6
Dresses & Skirts (child)	0.2	1.0	0.3	0.4	0.7	-14.5	6.3	0.8	9.9	1.2	1.1	1.1	1.1
Jerseys, Sweatshirts	0.1	0.0	0.4	1.1	0.5	-14.1	5.3	-0.1	9.0	0.6	0.4	0.4	0.4
Night & Underwear	1.1	0.1	-0.4	0.1	-0.6	-14.8	5.4	-0.7	9.2	0.7	0.6	0.5	0.5
Shirts & Blouses (child)	-1.9	-1.0	-1.2	0.7	0.5	-15.4	4.3	2.1	9.1	0.6	0.5	0.5	0.5
Socks (children)	0.4	0.0	1.3	2.8	2.3	-12.5	4.7	-1.3	9.6	0.6	0.5	0.5	0.5
Sports & Swimwear	2.4	2.8	2.7	4.4	3.1	-10.4	8.3	0.5	11.8	2.8	2.5	2.4	2.4
Suits & Ensembles (child)	-2.2	-6.2	-3.7	-2.1	1.1	-14.8	6.8	2.6	9.3	1.3	1.2	1.2	1.2
Tights & Leggings (child)	-5.4	-2.5	0.5	1.3	1.1	-14.1	3.7	-5.5	13.8	1.3	1.2	1.1	1.1
Trousers (children)	2.5	2.0	1.9	2.3	1.4	-12.5	6.2	-1.7	10.2	1.2	1.1	1.0	1.0
T-Shirts (children)	2.2	1.7	1.2	2.7	2.1	-14.7	5.6	4.1	9.4	1.3	1.2	1.1	1.1
Total	0.6	0.4	0.5	1.6	1.1	-14.2	5.7	0.3	9.7	1.1	1.0	0.9	0.9

**AVERAGE VOLUME PER CAPITA in pieces**

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Baby Clothes	1.4	1.4	1.4	1.4	1.5	1.5	1.2	1.3	1.3	1.4	1.4	1.4	1.4	1.4
Blazers (children)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Clothing Accessories	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.2
Coats & Jackets (chil	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Dresses & Skirts (chi	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Jerseys, Sweatshirts	1.0	0.9	0.9	0.9	0.9	0.9	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9
Night & Underwear	1.7	1.7	1.7	1.7	1.7	1.7	1.4	1.5	1.4	1.5	1.5	1.5	1.5	1.5
Shirts & Blouses (chi	0.8	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7
Socks (children)	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Sports & Swimwear	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Suits & Ensembles (c	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Tights & Leggings (ch	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Trousers (children)	1.0	1.0	1.0	1.0	1.0	1.0	0.9	0.9	0.9	1.0	1.0	1.0	1.0	1.0
T-Shirts (children)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Total	9.3	9.3	9.2	9.2	9.2	9.2	7.8	8.2	8.1	8.9	8.9	8.9	8.9	8.9

### 2.3. CHILDREN'S FOOTWEAR

The children's footwear market in the US is a large and growing industry, with a market size of around \$10 billion in 2021. This market is led by major brands such as Nike, Adidas, Skechers, Crocs, and New Balance, which have established strong brand recognition and a loyal customer base. However, there are also many smaller players in the market, which compete on factors such as price, style, and quality. For example, popular niche brands in the US include Livie & Luca, See Kai Run, and Pediped, which offer fashionable and high-quality footwear for children.

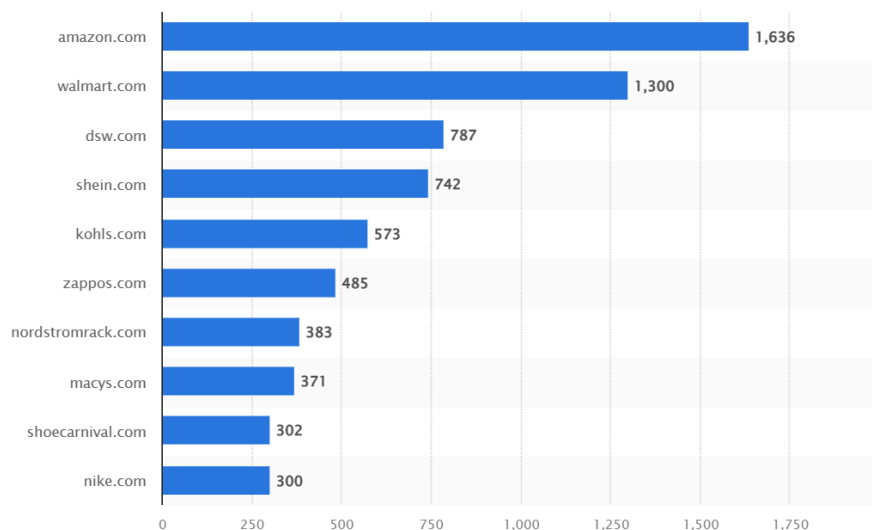
**Consumer behaviour** in the US children's footwear market is driven by several factors, including brand loyalty, price, quality, and style. Parents are often willing to spend more on high-quality footwear that provides good support and comfort for their children's feet. However, price remains a significant consideration for many consumers, particularly in the current economic climate. For example, parents may look for sales and discounts on popular brands or opt for lower-priced options from smaller or private-label brands.

**Trends** in the US children's footwear market are driven by fashion, popular culture, and technological advancements. For example, athleisure wear is becoming increasingly popular, with brands offering sporty and comfortable footwear options for children. Sustainable fashion is also growing

in popularity, with brands such as Plae and Bobux offering eco-friendly and durable footwear made from recycled materials. In addition, technological advancements in materials and design are leading to more innovative and comfortable footwear options for children, such as shoes with adjustable straps, anti-slip soles, and breathable fabrics.

The US children's footwear market faces several **challenges**, including increasing competition, changing consumer preferences, and rising costs of production and materials. Regulatory requirements, such as safety standards, can also pose a challenge for smaller brands looking to enter the market. For example, brands must comply with strict safety regulations in the US, such as those set by the Consumer Product Safety Commission (CPSC), to ensure that their products do not pose any harm to children. Therefore, smaller brands must ensure that their products meet these standards, which can be costly and time-consuming.

The next graph shows "Top online stores in the Footwear segment in the U.S. in 2021, by e-commerce net sales (in million USD)" in 2021.<sup>16</sup>



<sup>16</sup> [Top Footwear online stores United States 2021 | Statista](#)

## 2.4. FOOD

The children's food market includes a range of food products specifically designed for children, including baby food, children's cereal, ready-to-eat meals for children, children's snacks, and beverages.

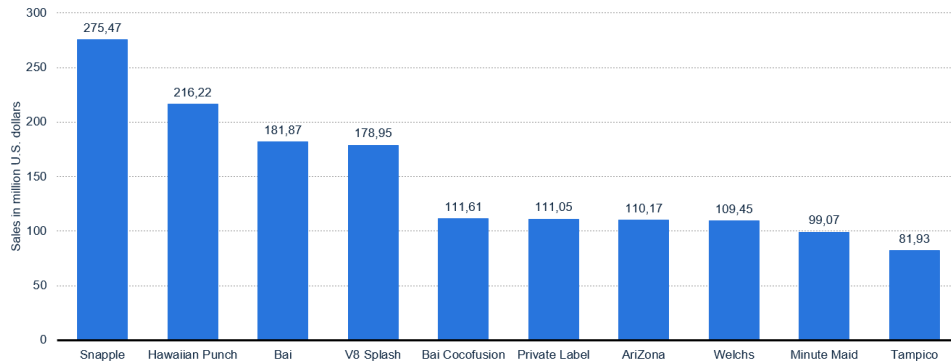
The children's food market in the United States is an important sector of the food industry. According to a study by Zion Market Research, the US child food market was valued at around \$70 billion in 2020 and is expected to reach nearly \$90 billion by 2026.

The most popular brands of children's food in the United States are Gerber, Beech-Nut, Ella's Kitchen or Happy baby. These brands focus on healthy, organic products for children, as well as gluten-free vegetarian options.

However, there have also been growing concerns about the sugar, salt, and fat content of children's foods, as well as the use of artificial food colours and additives. Children's snacks are the largest segment of the children's food market accounting for about 30% of total sales. Cereals are also an important segment of the market, accounting for 20% of total sales in this sector.

Organic food is gaining market share as it accounts for about 50% of total baby food sales in the US.

Regarding favourite brands, in the juice industry, for example, the next graph<sup>17</sup> shows the top sales (in USD) of bottled fruit drink brands in the US in 2020.



As we can see, the most demanded brand was Snapple, followed by Hawaiian Punch and Bai. Snapple, clearly the most popular brand, sells fruit juice, ice teas, etc. with a variety of flavours such as raspberry, honey, lemonade, etc. It's also interesting to point out they make their packages out of 100% recycled material, something we will talk about more in depth in sustainability.

## 2.5. FURNITURE & LINENS

The US Furniture & Linens market is a large and diverse industry, with a market size of around \$272 billion in 2021 and a projected compound annual growth rate (CAGR) of around 6% from 2021 to 2026. The market is led by several major brands such as Ashley HomeStore, IKEA, Rooms To Go, and Berkshire Hathaway Furniture, who have a significant market share due to their strong brand recognition, wide product range, and competitive pricing strategies. However, there are also many smaller players who are competing on factors such as price, quality, design, and sustainability.

<sup>17</sup> [Children's food and beverages | Statista](#)

**Consumer behaviour** is driven by a variety of factors such as brand reputation, product quality, price, convenience, and sustainability. Increasingly, consumers are looking for eco-friendly and sustainable products, with a growing preference for organic materials, recycled materials, and products made in an environmentally friendly way. This has led to an increase in demand for sustainable furniture and bedding products, as well as greater transparency in the supply chain.

The furniture and linens market in the US is also heavily influenced by **trends** in technology, with the adoption of smart home technology leading to increased demand for connected furniture and bedding products. For example, smart beds that can adjust to a person's sleep position and temperature preferences are becoming increasingly popular.

Despite the growth potential, the Furniture & Linens market in the US also faces a number of **challenges**. These include rising costs of production and materials, increasing competition, and changing consumer preferences. Regulatory requirements, such as safety and environmental standards, also pose a challenge for companies operating in this market.

To succeed in the US Furniture & Linens market, it is critical to have a deep understanding of consumer behaviour, competitive landscape, and industry trends. Developing a strong brand identity, building a sustainable supply chain, and providing high-quality products at competitive prices are key factors for success in this industry.

## 2.6. CHILDREN'S BOOKS

The US children's book market is a highly competitive industry with a lot of established players. According to data from the Association of American Publishers, the children's and young adult book market in the US generated \$3.5 billion in revenue in 2020, up 7.6% from the previous year.

Leading the market are publishers like Scholastic, Penguin Random House, HarperCollins, and Hachette Book Group. These companies have a strong presence in the market and have a wide range of books that cater to different age groups, interests, and genres.

In recent years, there has been a growing trend in the children's book market towards **diversity and representation**. Publishers are actively seeking out books that feature diverse characters and authors, and there is a greater emphasis on the inclusion of books that represent different cultures, identities, and experiences.

The COVID-19 pandemic has also had an impact on the children's book market, with a significant increase in online sales as brick-and-mortar bookstores were forced to close or operate at limited capacity. This has resulted in a greater emphasis on digital marketing and virtual events, such as online author visits and virtual book clubs.

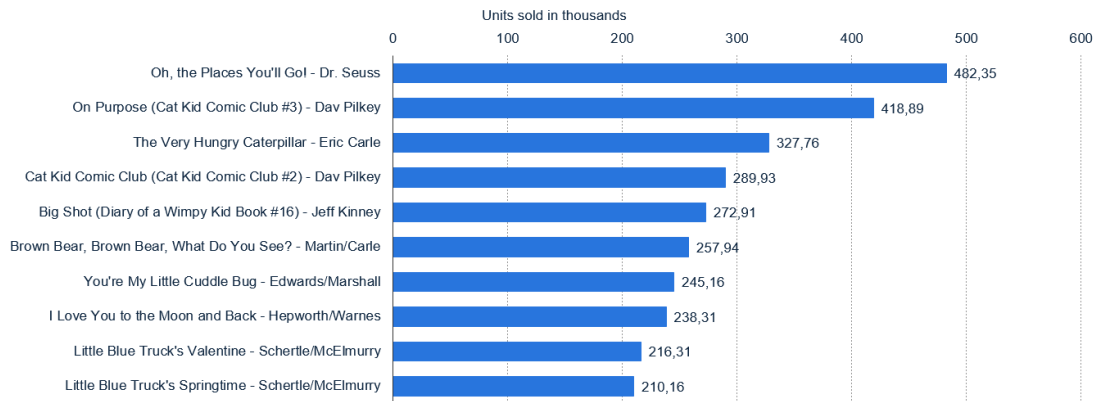
In terms of competition, the children's book market is facing increasing pressure from other forms of media, such as streaming services and video games, which are competing for children's attention and entertainment. However, books still play an important role in children's development and education, and many parents and educators continue to prioritise reading as an essential activity for children.

As of July 2022, compared to the same period in 2019, sales of kids' books were up 14% (for paperback and hardcover). The top growth kids' licenses were (in order) for Bluey, Cocomelo, Spider-Man, Encanto and Marvel.

In conclusion, the children's book market in the US is a competitive industry with established players and a growing emphasis on diversity and representation. While the COVID-19 pandemic has presented some challenges, the market has shown resilience and adaptability in the face of these challenges. With continued innovation and a focus on meeting the

needs of young readers, the children's book market is poised for continued growth in the coming years.

Finally, the following graph<sup>18</sup> shows the best-selling frontlist children's books in the United States in 1st half 2022 (in 1,000s).



In the first half of 2022, the best selling frontlist children's book was 'Oh, the Places You'll Go!' by Dr. Seuss, with 482,35 thousand copies sold. Also in the top ten were two books by Dav Pilkey: 'On Purpose (Cat Kid Comic Club #3)' and 'Cat Kid Comic Club #2', which sold 418,89 and 289,93 thousand copies respectively.

### 3. CONSUMER BEHAVIOUR

Consumer behaviour applied to online commerce and sustainability will be treated in their respective sectors.

#### 3.1. CONSUMER PROFILE

People over the age of 18 accounted for 14% of US toy industry sales, which accounted for \$5.7 billion in revenues. The beginning of this trend came with licensing, with sheets, sweatshirts, mugs... with faces of superheroes or movie stars.

<sup>18</sup> [Children and media in the U.S. | Statista](#)



The increase in sales was also initially due to adults trying to fill the free time they had due to confinement, but it is a trend that is here to stay. This means the toy industry can find a niche among adults, who are nostalgic for their childhood. This group is known as "**kidults**"<sup>19</sup>. For the toy industry, a consumer becomes part of this group when she/he is over 12 years old. They are particularly attracted to board games such as virus, risk or dixit, as well as cartoons, Star Wars and Lego.

As of December 2022, these consumers were responsible for one fourth of all toys sales (which equals approximately 9 billion USD), but represented 60% of the industry's growth.<sup>20</sup> Brands are working on marketing strategies in relation to this trend. For example, Lego launched an "adults welcome" campaign in 2020 and created products that appeal to adults, such as a Van Gogh painting or a Ferrari Daytona. Other examples are Hasbro's Black Series for action figures and Hattel creating lines from Barbie and Hot Wheels specifically designed for this group of buyers; whilst other companies such as Funko have majorly catered towards adult collectors. Another trend in which adults are also involved is called "Disney Adults", consisting in a massive interest in Disney. In any case, kidults are a coveted consumer group due, not only to the rise in interest, but also to the fact that they are often willing to spend more money.

Morning Consult (2022) suggests that **price growth is most likely to result in monthly budget cuts for major expenditures as well as for discretionary goods and services**, although demand for basic commodities like groceries and gas is still strong even as these products' prices rise.

Geopolitical uncertainties add upside risk to prices and weaken consumer confidence, thus the rate of price growth shows little sign of slowing. It can be expected that consumers in the U.S may not be prone to large expenditures for goods which are not classified as "basic necessities".

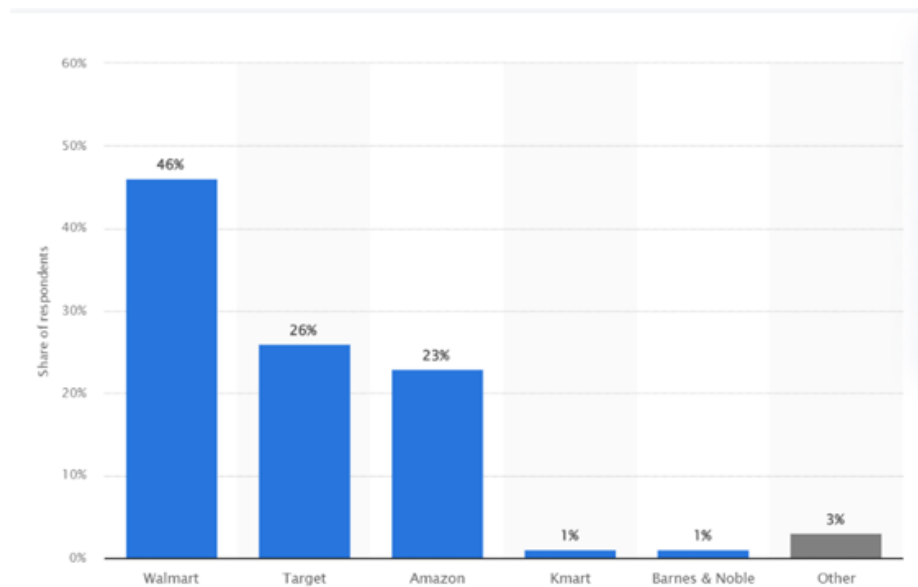
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<sup>19</sup> <https://www.euromonitor.com/world-market-for-toys-and-games/report>

<sup>20</sup> <https://www.cnbc.com/2022/12/19/kidults-biggest-sales-driver-toy-industry.html>

The global supply crisis, which has been driven by pandemic delays, a lack of raw materials and soaring container costs, is one of the biggest problems facing the US toy industry. Toy manufacturers try to mitigate costs for the consumer.

As mentioned, online behaviour will be discussed in the corresponding section, but the following chart analyses the proportion of customers ordering offline.



As presented, "Walmart" is the leader in this ranking (46% of parents chose Walmart as their preferred retailer when shopping for and buying toys for their children in the United States in 2018), followed by Target - online and in-store chain, operating in the U.S. and Canada (26%)<sup>21</sup>.

In conclusion, it can be further argued that habits of American parents buying toys and games exclusively offline include shopping in the already established U.S.-based retail chains which customers perceive as familiar and trustworthy.

In any case, the target profile addressed for the products of this research are usually parents, grandparents, guardians, and carers. American parents often work long hours, which can limit the time they have to shop in

<sup>21</sup> <https://www.statista.com/statistics/949103/favorite-retailer-of-parents-for-toy-shopping-us/>

shops. As a result, online shopping is becoming increasingly popular. US children's product consumers are very price sensitive: US parents are often very budget conscious, especially in tough economic times. As a result, affordable products are very popular.

Consumers of children's products in the US are very concerned about the quality of education, as well as their child's safety. In the US, education is a major concern for parents, and children's products that are designed to stimulate learning are very popular. Children's books, educational games and toys that promote cognitive development are in high demand, just as products that are labelled as safe and secure are very popular.

Thus, consumers seek for products that educate children far away from build biases or stereotypes, altering their consuming habits into more sustainable ones (not buy-and-throw) and are very interested in digitised toys and games.

On the one hand, these tendencies not only are seen in the toy market. For the apparel sector there are also concerns, especially around environmental issues. Therefore, consumers are tending to buy in businesses where their interests, ideas and beliefs are considered, more than in traditional fast fashion establishments.

Lately, the data has shown the following interesting results<sup>22</sup>:

- Men aged 25-34 are the most likely population segment to buy sustainable fashion.
- 73% of millennials are willing to pay more for sustainable brands.
- 46% of fast fashion retailers reported a drop in sales since 2020.
- 55% of US consumers are interested in buying sustainable fashion.
- 33% of US consumers would buy all their clothes at a sustainable clothing store if they knew where to find one.

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<sup>22</sup> <https://theroundup.org/sustainable-fashion-statistics/>

- 69% of the worldwide known magazine Vogue confess to consider sustainability as an important matter when deciding on a new fashion purchase.

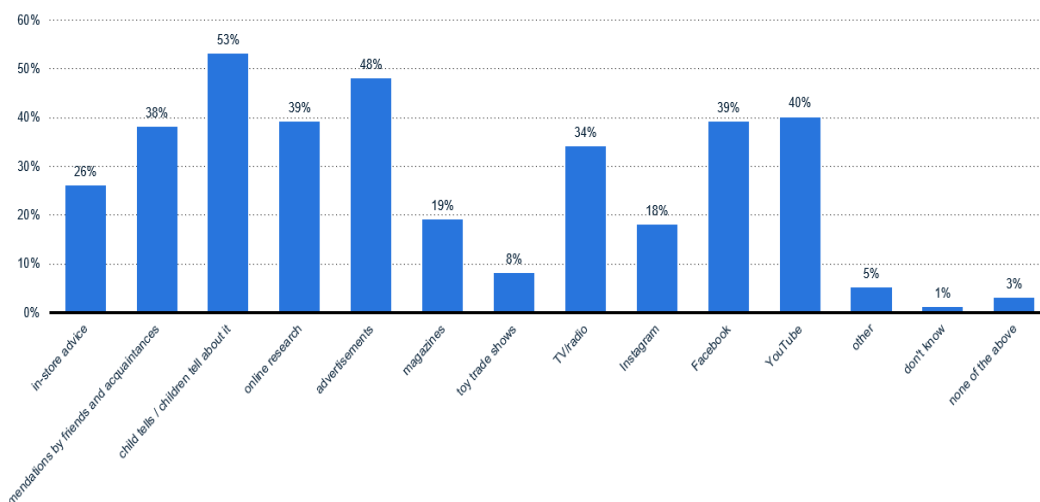
On the other hand, there are still big demographic groups attached to traditional business model (fast fashion), this data reveals:

- Women under 35 are the largest target demographic for fast fashion.
- 54% of people believe that social media influencers are partly responsible for in-mass production clothing (73% of people aged 18-24).
- 17% of people rely on *Instagram* when making a fashion choice, doubling the figure shown five years ago.
- When buying online, the average purchase is around 3 items at a time.

### 3.2. MARKETING

Additional information on how customers become aware of new toys would be beneficial for the research. The following chart analyses how U.S. customers become aware of a new toy (out of a multi choice survey)<sup>23</sup>:

On one hand, more than a half of participants in the survey (53%) stated



that they become aware of new toys mainly through “word-of-mouth”.

<sup>23</sup> Statista

Another major source of new information about trends in the toy industry are advertisements (48%), which could be linked to the increasing number of children possessing electronic devices, sources of new information (smartphones, where children can reach certain advertisements, or to see recommended toys by YouTubers for example). On the other hand, means of awareness such as toy trade shows mark barely 8%, validating the opinion of how powerful digitalization has become.

Even if children become aware of various toy offerings, there are certain occasions during which there is a greater chance for them to receive the goods they crave for.

In a survey conducted in 2022, 32% of parents spent up to 50 USD on their child's birthday gift, followed by 28% who spend up to 100 USD and 27% who spend more than 100 USD; whilst only 13% of the sample tested spend less than \$20 per child for a birthday occasion.

The last point for discussion in this paragraph has an aim to cover **marketing strategies** implemented by companies operating in the toy industry to influence parents/children's decisions of buying their product. Therefore, four concepts will be presented and named: working with online influencers, collaboration with the entertainment industry, hit parents with nostalgia and collaboration with the video game industry.

Firstly, **working with online influencers** appears to be both an obvious and beneficial form of collaboration. In accordance with a 2018 Pew Research Center report, 81% of parents of kids under the age of eleven allow them to watch YouTube, and all these kids are only interested in watching influencers. To gain attention, influencer marketing is effective across industries, and toy and baby enterprises are no different. Ryan's World, a well-known kids' YouTube channel, is just one illustration of the tremendous possibility influencers present for toy companies. The channel's host, eight-year-old Ryan Kaji, has almost 23 million members. Kaji is best known for his toy unwrapping videos on his YouTube channel, but he has since transitioned into hosting a Nickelodeon program. He also produces his own brands of apparel

and toys. Each of Kaji's YouTube videos receives an average of 1 million views, and he earned \$26 million in 2019 alone.

Family-oriented channels can be found in great numbers on Instagram and YouTube channels. At the age of just 5, Anastasia Radzinskaya hosted her own YouTube channel and has agreements with Dannon and Legoland. The eco-friendly baby, home, and health product manufacturer Honest Company, owned by actress Jessica Alba, has enlisted the aid of brand ambassadors on Instagram to highlight the advantages of its goods.

Toy and infant firms may be able to engage with important consumers and grow their followings inside well-known online communities by collaborating with influencers.

Secondly, **collaboration with the entertainment industry** takes place. The market share of toy companies that collaborate with the entertainment sector has also increased. One of the most convincing examples of a toy brand that has flourished in this market is the LEGO toy corporation. The Lego Movie's \$400 million-plus in box office earnings might be used as an example. Along with many other popular franchises, LEGO has teamed with characters from Frozen, Star Wars, Harry Potter, Spider-Man, and Batman. Even though not every brand has the resources of LEGO, toy companies with smaller budgets can nevertheless pursue chances in the entertainment sector. Brands may benefit from other strategies like in-movie product placements or cinema commercials. For example, companies have started creating their own television content to support their brand; in July 2023 Mattel will launch the movie "Barbie" whilst Hasbro will launch "Dungeons & Dragons: Honor Among Thieves" in March 2023. In any case, this content is not designed for young kids, but rather towards kidults, described earlier.

**Hitting parents with nostalgia should be further clarified.** What's old is new again is an important trend to keep an eye on. Many vintage toys are making a comeback, and toy and infant companies are profiting in this wave of nostalgia. Classic children's toys like the View-Master, Lincoln Logs, Etch A

Sketch, and other favourites come up when one quickly searches "classic toys for kids" on Amazon.

The top search results for "classic baby toys" are dominated by Fisher-Classic Price's Xylophone, Chatter Telephone, and Rock-a-Stack toys. Baby brands are no different. Baby clothing is another item where shopping with nostalgia in mind is acceptable.

Companies like Feltman Brothers have found success with their collections of traditional infant clothing.

Lastly, **collaboration with the video game industry** is especially important because many children nowadays love playing video games online, especially ones like Minecraft (age 7 and up), Fortnite (age 12 and up), and Super Smash Bros. Ultimate (age 12 and up). It's getting more and more common to collaborate with these game companies to create different products. This is taken a step further by some companies, like LEGO, who create their own game lines. The selection of LEGO video games is huge, with games like LEGO Batman: The Video Game (for ages 10 and up), LEGO City Undercover (for ages 7 and up), and LEGO Pirates of the Caribbean: The Video Game, among many more (age 9 and up).

This also applies to gamers, whether on YouTube or Twitch, as some online gamers are popular with many children.

Regarding children's books, marketing strategies can vary depending on the target age of the children, the literary genre, and the objective of the author or publisher. However, here are some of the most common marketing strategies for children's books:

- Use of social media. Social media such as Facebook, Instagram and Twitter are popular platforms for promoting children's books. Publishers and authors can create accounts for their business and post content that engages parents, such as book excerpts, images, and videos.

- Promotion in bookshops: Bookstores are often the place where parents look for books for their children. Publishers can work with bookstores to showcase new children's books and organise author signing events.
- Book reviews: Book reviews are an excellent way to promote children's books. Publishers can send free copies to book reviewers, bloggers, influencers, and journalists to get positive reviews and publicise their books.
- Influencer marketing: Publishers can work with influencers such as children's literature bloggers and librarians to promote their books to a wider audience. Influencers can run competitions, write reviews, and recommend books to their followers.
- Book launch events: Book launch events are an excellent opportunity to promote new children's books. Publishers can hold book launches in bookstores, schools, or community centres to introduce new titles.
- E-mail marketing: Publishers can also use e-mail marketing to promote their children's books. They can send regular newsletters to their mailing list to inform parents of new titles, launch events and special offers.

For the **children's furniture** market in the US, promotion is done through specialized shops or trade shows where the different products can be displayed so that the salesmen can answer the customers' questions. In addition, various tools such as social networks are very important.

With regards to **the clothing industry**, it is a highly competitive sector with a diverse range of brands and companies that cater to different target markets. To stand out in this crowded marketplace and attract and retain customers, clothing companies employ a variety of marketing strategies. Here are some examples of these strategies:

- Building a strong brand identity: Clothing companies invest heavily in building a strong brand identity that reflects their values, personality, and target audience. For example, Nike's "Just Do It" campaign and



logo have become iconic in the sports apparel industry, reflecting the brand's values of athleticism, determination, and innovation.

- Developing innovative products: Clothing companies continuously innovate and develop new products to meet the evolving needs and preferences of their target audience. For example, Zara has built its brand around its fast-fashion model, which involves quickly identifying and responding to emerging fashion trends and introducing new products to its stores every week.
- Pricing and promotions: Clothing companies use various pricing and promotional strategies to attract and retain customers. For example, H&M frequently offers discounts and promotions to its customers, while luxury brands like Louis Vuitton and Gucci focus on exclusivity and premium pricing to maintain their brand image.
- Distribution channels: Clothing companies distribute their products through various channels, including physical stores, e-commerce websites, social media platforms, and third-party retailers. For example, online retailers like ASOS and Boohoo have built their brands around their e-commerce platforms, offering a wide range of products and a seamless shopping experience to their customers.
- Customer engagement and feedback: Clothing companies engage with their customers through various communication channels, such as social media, email, chatbots, and customer service centres. For example, American Eagle Outfitters has a strong social media presence, engaging with its customers through Instagram, Facebook, and Twitter to promote its products and build brand loyalty.
- Sustainability and social responsibility: Clothing companies increasingly incorporate sustainability and social responsibility into their marketing strategies, responding to growing consumer demand for ethical and eco-friendly products. For example, Patagonia has built its brand around its commitment to sustainability, using its marketing

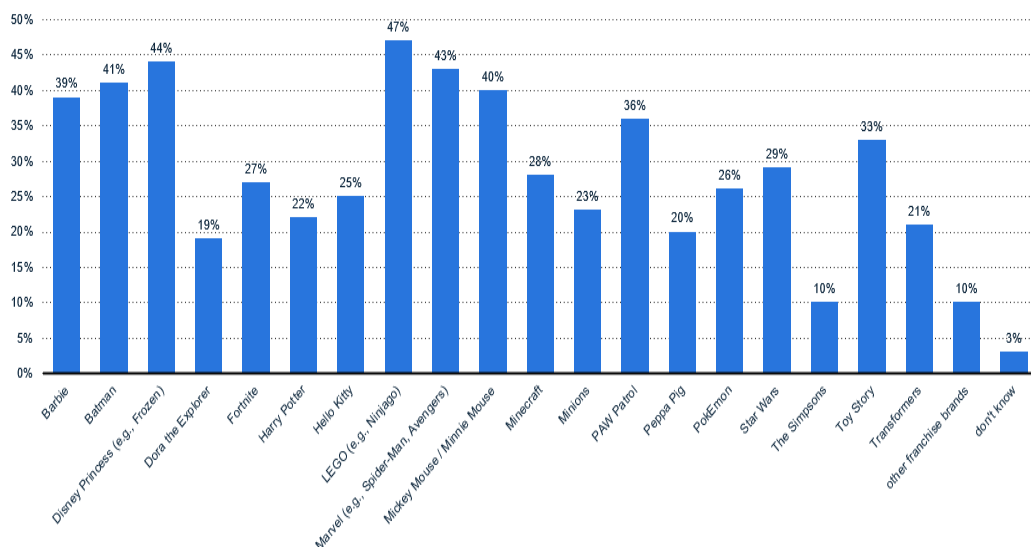
campaigns and messaging to promote environmental activism and responsibility.

Overall, the marketing strategy of the clothing industry involves building a strong brand identity, developing innovative products, pricing, and promoting them effectively, distributing them efficiently, engaging and listening to customers, and promoting sustainability and social responsibility.

### 3.3. BRAND IMPORTANCE

A general trend is observed for customers to **change brands at a more rapid pace** compared to pre-Covid period. According to McKinsey&Company (2020), around 36% of consumers have tried different brands and 73% out of them intend to continue to incorporate the new brands into their daily routine.<sup>24</sup>

For further analysis, a series of detailed graphs are made. Firstly, the following information concerns **"Trend/franchise" ownership by brand** (see the bar chart)<sup>25</sup>:



<sup>24</sup><https://morningconsult.com/2022/03/07/ukraine-conflict-heightens-inflation-risk-threatening-outlook-for-u-s-consumers/>

<sup>25</sup> [Statista Consumer Insights | Statista](#)

Lego (e.g., Ninjago) marks the highest score of 47% (47% of children's parents which took the survey possessed a LEGO toy). Slightly behind it are brands such as: Disney Princess (e.g. Frozen) (44%), Marvel (e.g. Spider-Man, Avengers) (43%). At the bottom of the ranking are positioned brands like Dora the Explorer (19%) and The Simpsons (10%). **All the mentioned toy brands are associated with certain films/series.** Taking into consideration the time frame at which these films/series were broadcasted, it can be concluded that the best perceived toys by children are related to the trendiest films in the industry, such as Avengers and Lego.

The children's footwear and apparel market in the US is led by major brands such as Nike, Adidas, Skechers, Crocs, and New Balance (footwear); as well as Arter's, Gap Kids and The Children's Place (clothing). Regarding toys, the **five best selling toy brands last year**, taking into account the data until September 2022, Pokémon was the one that achieved most sales, followed by Star Wars, Barbie, Marvel Universe and Hot Wheels.

#### 4- CORRUPTION INDEX

Corruption is a complex issue and measuring it accurately is not easy. There are different indices that attempt to measure corruption, but they use different methodologies, criteria, and sources of data.

One of the most widely used corruption indices is the Corruption Perceptions Index (CPI) published by Transparency International. The CPI ranks countries on a scale of 0 to 100, where 0 represents a highly corrupt country and 100 represents a very clean country.

As for the Corruption Perception Index of the public sector in the United States corresponding to the year 2022, it has scored **69 points**, that is to say, that citizens had a low level of perception of government corruption, and this has not changed with respect to the year 2020. However, concerning corruption ranking, the United States has worsened its position compared to

2020, occupying position 27 in 2021, when in 2020 it occupied 25th position, but improved its position in 2022 to reach 24th position in the ranking. Nevertheless, in recent years, there has been an increase in public perception of corruption and mistrust of institutions.

According to the CPI report (2021), here are the key figures and rankings of the United States, Chile, and South Korea:

-United States: **scored 69 points out of 100**, ranked **24th** out of 180 countries

-Chile: **scored 67 points out of 100**, ranked **16th** out of 180 countries

-South Korea: **scored 63 points out of 100**, ranked **37th** out of 180 countries

It's important to note that the CPI is not the only measure of corruption, and it has limitations. For example, it focuses on perceptions of corruption rather than actual cases of corruption, and it may be influenced by factors such as media freedom and civil society participation.

## 5. IMPORTS AND EXPORTS: VOLUMES AND TRENDS

In terms of export and import, the US ranks first in exports and second in imports in the world (Biden's administration has recently removed certain tariffs).

### 5.1. TOY MARKET

Regarding the importations for products under tariff code (T.C.) 95: "Toys, games and sports requisites; parts and accessories thereof":

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ↓	Share in United States of America's imports (%) ↓	Growth in imported value between 2017-2021 (%. p.a.) ↓	Growth in imported value between 2020-2021 (%. p.a.) ↓	Ranking of partner countries in world exports ↓	Share of partner countries in world exports (%) ↓
World	51,860,688	-45,089,756	100	10	43		100
China	40,420,476	-40,308,768	77.9	9	45	1	58.7
Taipei_Chinese	2,983,677	-2,946,841	5.8	30	67	8	2.4
Viet Nam	2,496,019	-2,487,657	4.8	46	12	10	1.7
Mexico	1,234,756	-287,797	2.4	1	40	15	1.1
Japan	504,524	-213,665	1	24	25	6	2.6
Indonesia	496,241	-493,006	1	16	46	25	0.4
Canada	427,289	2,290,584	0.8	2	29	18	0.6

Sources: ITC calculations based on customs statistics.

Its largest exporter is China (77,9% of imports), followed by Chinese Taipei (5.8%). In total, products worth USD 51.860.688.0000 were imported in 2021.

As for European products, we find that the first provider is Germany in 12<sup>th</sup> position, with only 0,40 % of imports. Denmark and Spain, on the other hand, are in the 26<sup>th</sup> and 27<sup>th</sup> position of exporters to United States for products under this category.

Regarding world exports from the US for products under this code, its world position is 2 and its main destination is Canada with 40,1 % of total exports. The data is shown below.

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ↓	Share in United States of America's exports (%) ↓	Growth in exported value between 2017-2021 (%. p.a.) ↓	Growth in exported value between 2020-2021 (%. p.a.) ↓	Ranking of partner countries in world imports ↓	Share of partner countries in world imports (%) ↓
World	6,770,932	-45,089,756	100	-3	26		100
Canada	2,717,873	2,290,584	40.1	3	24	6	3.5
Mexico	946,959	-287,797	14	3	35	16	1.7
United Kingdom	317,330	131,551	4.7	-5	22	3	5.1
Japan	290,859	-213,665	4.3	-2	19	5	4.3
Australia	278,896	249,826	4.1	3	44	11	2.1
Germany	202,241	-5,001	3	7	45	2	6.7
Korea_Republic of	173,153	-42,397	2.6	6	10	13	1.9
Netherlands	160,071	76,460	2.4	-11	23	7	3.2

Sources: ITC calculations based on customs statistics.

As for the products under tariff code: 9503 "Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; reduced-size "scale" recreational models, working or not; puzzles of all kinds", the importation data for the U.S. is reflected in the chart below

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's imports (%) ⬇	Quantity imported in 2021	Quantity unit	Unit value (USD/unit) ⬇	Growth in imported value between 2017-2021 (% p.a.) ⬇	Growth in imported quantity between 2017-2021 (% p.a.) ⬇	Growth in imported value between 2020-2021 (% p.a.) ⬇
World	19,680,481	-18,321,846	100	9,675,422,070	Units	2.03	5	62	37
<a href="#">China</a>	15,945,501	-15,934,237	81	6,992,742,476	Units	2.28	4	76	36
<a href="#">Viet Nam</a>	1,252,326	-1,252,131	6.4	449,981,320	Units	2.78	27	1,467	47
<a href="#">Mexico</a>	738,853	-511,809	3.8	1,162,887,169	Units	0.64	5	37	39
<a href="#">Indonesia</a>	439,463	-439,092	2.2	177,927,863	Units	2.47	20	131	47
<a href="#">Taipei_Chinese</a>	258,536	-254,649	1.3	50,276,880	Units	5.14	11	389	37

Sources: ITC calculations based on customs statistics.

China is the main provider with more than 80% of total imports. On the other hand, Denmark ranks 15th in total imported value in the United States, Spain ranks 21st and France 22nd, however, the share of total imports is still less than 1% due to the large Chinese participation in this market.

Regarding exports, data is shown below:

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's exports (%) ⬇	Quantity exported in 2021	Quantity unit	Unit value (USD/unit) ⬇	Growth in exported value between 2017-2021 (% p.a.) ⬇	Growth in exported quantity between 2017-2021 (% p.a.) ⬇	Growth in exported value between 2020-2021 (% p.a.) ⬇
World	1,365,046	-18,249,671	100	444,206,551	Units	3.07	1		22
<a href="#">Canada</a>	815,731	766,979	59.8	1,332,987	Units	612	4		23
<a href="#">Mexico</a>	227,049	-511,597	16.6	75,830,854	Units	2.99	19		53
<a href="#">United Kingdom</a>	46,696	-71,017	3.4	85,990,512	Units	0.54	-15		-28
<a href="#">Australia</a>	28,985	27,348	2.1	31,474,849	Units	0.92	-1		4
<a href="#">Chile</a>	21,601	21,593	1.6	2,828,872	Units	7.64	-5		53
<a href="#">Germany</a>	17,594	-49,321	1.3	1,003,345	Units	18	1		21
<a href="#">Brazil</a>	17,018	16,855	1.2	16,343,511	Units	1.04	4		51
<a href="#">Netherlands</a>	13,172	8,753	1	1,068,118	Units	12	-3		19

Sources: ITC calculations based on customs statistics.

Compared to total imports, USA only exported 1.365.046 thousand USD worth of products and its main destinations were Canada, Mexico and the UK.

Following on from T.C. 9504, corresponding to "Video game consoles and machines, articles for games of chance, table or parlour games, including those with motor or mechanism, billiards, special tables for casino games and automatic bowling alley games".

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ↓	Share in United States of America's imports (%) ↓	Quantity imported in 2021	Quantity unit	Unit value (USD/unit) ↓	Growth in imported value between 2017-2021 (% p.a.) ↓	Growth in imported quantity between 2017-2021 (% p.a.) ↓	Growth in imported value between 2020-2021 (% p.a.) ↓	Ranking of partner countries in world exports ↓	Share of partner countries in world exports (%) ↓
World	12,461,378	-9,887,494	100	0	Mixed		14		52		100
China	10,652,227	-10,639,224	85.5	0	Mixed		12		67	1	47.3
Viet Nam	658,261	-656,878	5.3	11,011,595	Units	60	222		-30	9	1.7
Japan	257,115	-207,452	2.1	0	Mixed		33		6	2	8.6
Mexico	211,916	305,236	1.7	0	Mixed		-9		83	15	0.9
Taipei_Chinese	84,960	-76,228	0.7	0	No quantity		6		30	24	0.4
Malaysia	78,091	-74,220	0.6	0	Mixed		110		2	20	0.6
Korea_Republic of	76,774	-43,139	0.6	1,459,337	Units	53	-18		5	29	0.2
Slovenia	59,302	-54,494	0.5	2,388,518	Units	25	12		164	27	0.3
Germany	49,675	35,606	0.4	0	Mixed		20		56	5	4.9
Philippines	37,286	-33,331	0.3	1,894,285	Units	20	7		30	43	0.04

Sources: ITC calculations based on customs statistics.

Imports of this product come mainly from China. Exports from China represent more than 85% of total imports made by the United States, with a value of around US \$10.6 billion. Imports from France, Denmark and Spain were minimum, with data recording less than 0,1% share in the US market.

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ↓	Share in United States of America's exports (%) ↓	Quantity exported in 2021	Quantity unit	Unit value (USD/unit) ↓	Growth in exported value between 2017-2021 (% p.a.) ↓	Growth in exported quantity between 2017-2021 (% p.a.) ↓	Growth in exported value between 2020-2021 (% p.a.) ↓	Ranking of partner countries in world imports ↓	Share of partner countries in world imports (%) ↓
World	2,573,884	-9,887,494	100	0	Mixed		-7		27		100
Canada	886,817	852,692	34.5	0	Mixed		0		15	9	3.1
Mexico	517,152	305,236	20.1	15,987,550	Units	32	-3		24	13	1.7
Australia	124,444	113,604	4.8	0	Mixed		3		106	12	1.9
United Kingdom	110,259	76,883	4.3	0	Mixed		-1		62	3	6.5
Germany	85,281	35,606	3.3	0	Mixed		25		89	2	8.7
Chile	84,900	84,798	3.3	0	Mixed		-20		83	30	0.4
Hong Kong_China	59,399	41,627	2.3	0	Mixed		8		-2	7	3.7
Belgium	54,423	31,578	2.1	0	Mixed		39		87	14	1.4

Sources: ITC calculations based on customs statistics.

Regarding US exports for the product under this category, its main importer is Canada, which represents 34,5% of the total goods exported, which represents 886.817 thousand USD. Neither France, Spain nor Denmark have notable figures in this area.

Following with products under the code 3503: Gelatin, whether or not in square or rectangular sheets, whether or not surface-worked or coloured,

and gelatin derivatives; isinglass; other glues of animal origin (excluding those packaged as glue for retail sale and weighing net <= 1 kg, and casein glues of heading 3501), imports are as follows:

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)
World	334,713	-196,271	100	53,667	Tons	6,237	8	6	5
<a href="#">Brazil</a>	107,574	-105,578	32.1	17,294	Tons	6,220	11	7	-1
<a href="#">Canada</a>	34,896	13,108	10.4	6,212	Tons	5,618	3	6	0
<a href="#">Argentina</a>	24,036	-21,790	7.2	3,641	Tons	6,601	-1	1	36
<a href="#">Germany</a>	21,015	-15,563	6.3	2,574	Tons	8,164	13	13	-11
<a href="#">China</a>	18,716	-11,313	5.6	3,486	Tons	5,369	0	-4	-29
<a href="#">United Kingdom</a>	18,363	-18,049	5.5	2,646	Tons	6,940	10	7	-7
<a href="#">Belgium</a>	17,893	-17,893	5.3	3,171	Tons	5,643	1	0	-4
<a href="#">Korea, Republic of</a>	13,067	-7,290	3.9	1,763	Tons	7,412	2	-1	3
<a href="#">Japan</a>	11,333	-6,621	3.4	1,382	Tons	8,200	4	2	12
<a href="#">Netherlands</a>	11,199	-11,194	3.3	2,659	Tons	4,212	21	12	14
<a href="#">India</a>	10,438	-6,534	3.1	1,240	Tons	8,418	0	-2	44
<a href="#">France</a>	8,787	-8,459	2.6	1,166	Tons	7,536	1	0	30

Sources: ITC calculations based on customs statistics.

USA's main provider is Brazil, followed by Canada and Argentina. In terms of European products, Germany is the fourth main exporter and first European country, with 6,3% share in USA's total imports for these products. Other important European providers are Belgium (5,3%), Netherlands (3,3%) and France (2,6%). Spain exported 271 tons of products, with a share of 0,6% in the US market and Denmark 192 tons (0,1% share).

Whilst exports:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)
World	138,442	-196,271	100	19,275	Tons	7,182	5	1	-5
<a href="#">Canada</a>	48,004	13,108	34.7	7,142	Tons	6,721	0	-4	-12
<a href="#">Mexico</a>	38,099	36,905	27.5	4,816	Tons	7,911	6	0	23
<a href="#">China</a>	7,403	-11,313	5.3	1,352	Tons	5,476	2	7	-4
<a href="#">Korea, Republic of</a>	5,777	-7,290	4.2	1,248	Tons	4,629	10	23	7
<a href="#">Germany</a>	5,452	-15,563	3.9	605	Tons	9,012	30	22	-44
<a href="#">Indonesia</a>	5,023	5,023	3.6	619	Tons	8,115	17	18	52
<a href="#">Japan</a>	4,712	-6,621	3.4	670	Tons	7,033	5	2	-27
<a href="#">Viet Nam</a>	4,625	4,603	3.3	601	Tons	7,696	25	19	36
<a href="#">India</a>	3,904	-6,534	2.8	485	Tons	8,049	7	4	-47
<a href="#">Dominican Republic</a>	3,329	3,329	2.4	372	Tons	8,949	-4	-6	-5
<a href="#">Argentina</a>	2,246	-21,790	1.6	269	Tons	8,349	1	-3	33
<a href="#">Brazil</a>	1,996	-105,578	1.4	241	Tons	8,282	38	58	-40



Sources: ITC calculations based on customs statistics.

As we can see, the main destinations are Canada (34,7% of USA's exports) and Mexico (27,5%). The products are also exported to Asia, as China is the third main importer, followed by South Korea. Indonesia, Japan, Vietnam and India are also Asian importers for these US products.

As for the information concerning products under the code 3407: "Modelling pastes, incl. those put up for children's amusement; preparations known as "dental wax" or as "dental impression compounds", put up in sets, in packings for retail sale or in plates, horseshoe shapes, sticks or similar forms; other preparations for use in dentistry, with a basis of plaster "of calcined gypsum or calcium sulphate".

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)
World	333,708	-253,341	100	66,729	Tons	5,001	6	15	26
China	187,009	-181,922	56	42,770	Tons	4,372	6	8	30
Germany	42,691	-36,232	12.8	8,537	Tons	5,001	-7	48	17
Japan	30,673	-26,708	9.2	429	Tons	71,499	3	-1	72
Sweden	17,616	-17,152	5.3	5,032	Tons	3,501	23	29	17
Italy	9,070	-9,012	2.7	1,869	Tons	4,853	9	16	21
France	9,022	-8,867	2.7	2,265	Tons	3,983	108	116	14
Romania	6,528	-6,528	2	161	Tons	40,547	3	11	-18
Mexico	4,489	2,509	1.3	1,020	Tons	4,401	30	44	-38
Greece	4,273	-4,248	1.3	164	Tons	26,055	92	97	78
Thailand	4,253	-3,930	1.3	2,315	Tons	1,837	21	18	13

Sources: ITC calculations based on customs statistics.

USA's main providers for these products are China (56% share), Germany (12,8%) and Japan (9,2%). For these products, we can appreciate a great number of European providers, such as Sweden, Italy, France (2.265 tons), Romania and Greece. Regarding Spain and Denmark, they exported 230 and 0 tons, respectively.

On the other hand, exports are shown below:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (%., p.a.)	Growth in exported quantity between 2017-2021 (%., p.a.)	Growth in exported value between 2020-2021 (%., p.a.)
World	80,367	-253,341	100	8,973	Tons	8,957	0	7	32
<a href="#">Canada</a>	23,837	23,165	29.7	3,045	Tons	7,828	-1	8	28
<a href="#">Belgium</a>	7,390	6,922	9.2	207	Tons	35,700	2	13	50
<a href="#">Mexico</a>	6,998	2,509	8.7	1,394	Tons	5,020	7	9	198
<a href="#">Australia</a>	6,967	6,922	8.7	307	Tons	22,694	7	23	-11
<a href="#">Germany</a>	6,459	-36,232	8	1,755	Tons	3,680	-11	17	22
<a href="#">China</a>	5,087	-181,922	6.3	503	Tons	10,113	15	38	48
<a href="#">United Kingdom</a>	3,991	3,497	5	178	Tons	22,421	4	1	42
<a href="#">Japan</a>	3,965	-26,708	4.9	357	Tons	11,106	-1	8	7
<a href="#">Korea, Republic of</a>	1,745	427	2.2	64	Tons	27,266	-9	-20	-8
<a href="#">Netherlands</a>	1,558	-655	1.9	69	Tons	22,580	49	43	15
<a href="#">Chile</a>	1,006	1,006	1.3	131	Tons	7,679	11	65	215

Sources: ITC calculations based on customs statistics.

Once again, the main destination is Canada (29,7% of total exports). As we can see, the products are sold worldwide in Europe (Belgium, Germany), Asia (China, Japan), South America (Mexico, Chile) and Australia.

Finally, for products under the code 3213: Artist's, student's or signboard painter's colours, modifying tints, amusement colours and the like, in tablets, tubes, jars, bottles, pans or similar packages, imports are shown as follow:

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (%., p.a.)	Growth in imported quantity between 2017-2021 (%., p.a.)	Growth in imported value between 2020-2021 (%., p.a.)
World	208,788	-145,900	100	514,187,678	Units	0.41	10		21
<a href="#">China</a>	125,269	-123,180	60	424,814,181	Units	0.29	6		15
<a href="#">France</a>	24,108	-23,777	11.5	23,319,573	Units	1.03	12		30
<a href="#">United Kingdom</a>	16,418	-12,046	7.9	10,075,401	Units	1.63	23		8
<a href="#">Mexico</a>	7,039	-5,968	3.4	14,937,609	Units	0.47	52		42
<a href="#">Spain</a>	5,224	-5,011	2.5	3,301,515	Units	1.58	28		45
<a href="#">Netherlands</a>	4,026	-3,008	1.9	2,369,786	Units	1.70	24		45
<a href="#">Germany</a>	3,758	-2,567	1.8	2,388,438	Units	1.57	26		73
<a href="#">Denmark</a>	3,547	-3,186	1.7	1,916,248	Units	1.85	109		10
<a href="#">Japan</a>	3,239	-2,681	1.6	2,961,928	Units	1.09	8		7
<a href="#">Mauritius</a>	3,221	-3,221	1.5	1,245,999	Units	2.59	30		190
<a href="#">Viet Nam</a>	2,867	-2,504	1.4	4,981,174	Units	0.58	20		19
<a href="#">Taipei, Chinese</a>	2,607	-2,285	1.2	1,508,585	Units	1.73	18		51

Sources: ITC calculations based on customs statistics.

The main providers are China (60% share in USA's total imports), France (11,5%) and the UK (7,9%). Other important European providers were Spain (2,5% of total shares, which is equal to 5.224 thousand USD), Netherlands, Germany and Denmark (3.547 thousand USD).

Whilst exports are shown below:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)
World	62,888	-145,900	100	34,541,062	Units	1.82	5		14
Canada	34,004	33,815	54.1	18,369,737	Units	1.85	7		8
United Kingdom	4,372	-12,046	7	1,827,485	Units	2.39	18		16
China	2,089	-123,180	3.3	905,377	Units	2.31	-14		1
Aruba	1,766	1,766	2.8	1,743,356	Units	1.01	95		2,826
Curaçao	1,325	1,325	2.1	1,204,566	Units	1.10	108		100
Barbados	1,303	1,303	2.1	1,190,835	Units	1.09	76		44
Australia	1,245	1,130	2	420,660	Units	2.96	-16		-34
Germany	1,191	-2,567	1.9	378,527	Units	3.15	11		55
Mexico	1,071	-5,968	1.7	782,884	Units	1.37	9		46
Bahamas	1,031	1,031	1.6	609,404	Units	1.69	3		-2
Netherlands	1,018	-3,008	1.6	383,061	Units	2.66	62		-12
Korea, Republic of	923	14	1.5	352,781	Units	2.62	-8		45

Sources: ITC calculations based on customs statistics.

Canada continues being the first destination, followed by the UK and China. In any case, 62.888 thousand USD worth of products were exported in 2021.

## 5.2. APPAREL MARKET

As for the products under tariff code 61 Articles of apparel and clothing accessories, knitted or crocheted, the importation data for the U.S. is reflected in the chart below:

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Growth in imported value between 2017-2021 (%. p.a.) ⚡	Growth in imported value between 2020-2021 (%. p.a.) ⚡
World	52,283,428	-49,268,485	100	0	37
<a href="#">China</a>	13,078,431	-13,019,237	25	-7	40
<a href="#">Viet Nam</a>	9,138,970	-9,136,895	17.5	6	23
<a href="#">Cambodia</a>	2,740,789	-2,740,756	5.2	12	25
<a href="#">Bangladesh</a>	2,735,271	-2,735,133	5.2	15	63
<a href="#">Indonesia</a>	2,520,831	-2,520,535	4.8	-2	29
<a href="#">Honduras</a>	2,383,189	-2,304,252	4.6	-1	48
<a href="#">India</a>	2,347,456	-2,346,295	4.5	4	52
<a href="#">El Salvador</a>	1,684,888	-1,627,430	3.2	-4	40
<a href="#">Nicaragua</a>	1,548,569	-1,291,862	3	6	47
<a href="#">Guatemala</a>	1,534,229	-1,471,842	2.9	6	42

Sources: ITC calculations based on customs statistics.

According to Trade Map information, almost 50% of imports of these products come from China and Vietnam. Evaluating France, Spain and Denmark, imports from these countries represent less than 1% of total U.S. imports, with France being the country with the largest participation in these imports.

Regarding exports, data is shown below:

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's exports (%) ⚡	Growth in exported value between 2017-2021 (%. p.a.) ⚡	Growth in exported value between 2020-2021 (%. p.a.) ⚡
World	3,030,769	-49,218,899	100	0	31
<a href="#">Canada</a>	925,755	777,025	30.5	-2	16
<a href="#">Mexico</a>	878,570	-194,907	29	12	51
<a href="#">Nicaragua</a>	257,144	-1,291,177	8.5	10	78
<a href="#">United Kingdom</a>	90,236	42,316	3	-13	-15
<a href="#">Japan</a>	82,503	44,577	2.7	-5	-9
<a href="#">Honduras</a>	78,937	-2,303,951	2.6	-6	140
<a href="#">Australia</a>	62,536	53,059	2.1	1	21
<a href="#">Guatemala</a>	62,387	-1,471,606	2.1	18	221
<a href="#">China</a>	59,194	-13,012,594	2	6	11

Sources: ITC calculations based on customs statistics.

The main destination is Canada (30,5% of total exports), followed by Mexico (29%) and Nicaragua (8,5%). In total, 3,030.769 thousand USD worth of products were exported in 2021.

As for the products under tariff code 62 Articles of apparel and clothing accessories, not knitted or crocheted, the importation data for the U.S. is reflected in the chart below:

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Growth in imported value between 2017-2021 (% p.a.) ⚡	Growth in imported value between 2020-2021 (% p.a.) ⚡
World	35,064,056	-32,918,467	100	-3	7
<a href="#">China</a>	8,924,112	-8,834,370	25.5	-10	-13
<a href="#">Viet Nam</a>	5,967,490	-5,963,711	17	5	4
<a href="#">Bangladesh</a>	4,553,871	-4,553,323	13	4	26
<a href="#">India</a>	2,149,805	-2,146,048	6.1	-2	30
<a href="#">Mexico</a>	1,929,290	-1,460,622	5.5	-5	19
<a href="#">Indonesia</a>	1,863,912	-1,862,485	5.3	-7	9
<a href="#">Italy</a>	999,161	-938,432	2.8	-2	28
<a href="#">Cambodia</a>	978,546	-975,474	2.8	14	13
<a href="#">Pakistan</a>	953,336	-953,008	2.7	10	49
<a href="#">Sri Lanka</a>	772,010	-771,777	2.2	-6	18

Sources: ITC calculations based on customs statistics.

Almost 50% of imports of this product come from China and Vietnam, closely followed by Bangladesh. Evaluating France, Spain and Denmark, imports from these countries represent less than 1% of total U.S. imports, with France being the country with the largest participation in these imports.

On the other hand, exports are shown below:

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's exports (%) ⚡	Growth in exported value between 2017-2021 (% p.a.) ⚡	Growth in exported value between 2020-2021 (% p.a.) ⚡
World	2,163,568	-32,874,123	100	-4	21
<a href="#">Canada</a>	790,098	444,306	36.5	-6	8
<a href="#">Mexico</a>	468,660	-1,460,491	21.7	4	61
<a href="#">United Kingdom</a>	99,615	34,821	4.6	-13	-4
<a href="#">China</a>	89,712	-8,824,435	4.1	13	48
<a href="#">Italy</a>	60,891	-937,876	2.8	3	33
<a href="#">Japan</a>	60,889	6,688	2.8	-9	0
<a href="#">Australia</a>	56,601	46,507	2.6	2	21
<a href="#">Korea, Republic of</a>	32,961	12,200	1.5	4	-7
<a href="#">Chile</a>	31,726	25,457	1.5	10	24

Sources: ITC calculations based on customs statistics.

As we can see, main destinations were Canada (36,5%), Mexico (21,7%) and UK (4,6%). In total, 2.163.568 thousand USD worth of products were exported in 2021.

Regarding the imports of products under the tariff code (6111): Babies' garments and clothing accessories, knitted or crocheted (excluding hats)

Exporters	Value imported in 2021 (USD thousand) ↓	Trade balance 2021 (USD thousand) ↓	Share in United States of America's imports (%) ↓	Quantity imported in 2021	Quantity unit	Unit value (USD/unit) ↓	Growth in imported value between 2017-2021 (% p.a.) ↓	Growth in imported quantity between 2017-2021 (% p.a.) ↓	Growth in imported value between 2020-2021 (% p.a.) ↓	Ranking of partner countries in world exports ↓	Share of partner countries in world exports (%) ↓
World	2,169,019	-2,121,291	100	116,112	Tons	18,680	1	2	37		100
<a href="#">China</a>	585,095	-584,984	27	41,658	Tons	14,045	-15	-9	44	1	25.2
<a href="#">Cambodia</a>	350,554	-350,554	16.2	17,122	Tons	20,474	12	11	15	5	4.7
<a href="#">India</a>	348,655	-348,655	16.1	14,489	Tons	24,063	22	17	56	3	11.4
<a href="#">Viet Nam</a>	314,662	-314,662	14.5	14,489	Tons	21,717	13	11	36	4	4.9
<a href="#">Bangladesh</a>	148,722	-148,722	6.9	9,442	Tons	15,751	15	16	39	2	13.8
<a href="#">Indonesia</a>	59,378	-59,378	2.7	2,121	Tons	27,995	-6	-7	37	12	2.3
<a href="#">Thailand</a>	52,765	-52,765	2.4	2,282	Tons	23,122	-5	-3	3	17	1

Sources: ITC calculations based on customs statistics.

China appears to be the main exporter for the U.S. in 2021 generating 585,095,000 USD and quantity of 41,658 tons. Secondly, Cambodia takes place with 350,554,000 USD and 17,122 tons. Lastly, Thailand is ranked at the 7<sup>th</sup> position contributing with 52,765,000 USD and 2,282 tons. France exported 3 tons (worth 445 thousand USD), Spain 32 tons (worth 2.581 thousand USD) and Denmark 1 ton (worth 120 thousand USD).

Regarding the exports of such products under the same tariff code:

Importers	Value exported in 2021 (USD thousand) ↓	Trade balance 2021 (USD thousand) ↓	Share in United States of America's exports (%) ↓	Quantity exported in 2021	Quantity unit	Unit value (USD/unit) ↓	Growth in exported value between 2017-2021 (% p.a.) ↓	Growth in exported quantity between 2017-2021 (% p.a.) ↓	Growth in exported value between 2020-2021 (% p.a.) ↓	Ranking of partner countries in world imports ↓	Share of partner countries in world imports (%) ↓
World	47,728	-2,121,291	100	2,953	Tons	16,163	-4	-10	11		100
<a href="#">Canada</a>	23,569	23,346	49.4	734	Tons	32,110	10	-6	17	10	2.3
<a href="#">United Arab Emirates</a>	7,833	7,833	16.4	1,082	Tons	7,239	-4	-1	-2	12	2.1
<a href="#">Mexico</a>	5,547	1,156	11.6	575	Tons	9,647	0	-15	3	29	0.7
<a href="#">Panama</a>	1,140	1,136	2.4	73	Tons	15,616	-14	1	70	60	0.1
<a href="#">Venezuela, Bolivarian Republic of</a>	982	982	2.1	105	Tons	9,352	344	220	347	107	0.02
<a href="#">Guatemala</a>	858	-23,221	1.8	33	Tons	26,000	-2	-4	139	83	0.05
<a href="#">United Kingdom</a>	618	327	1.3	25	Tons	24,720	-36	-39	-40	4	6.6

Sources: ITC calculations based on customs statistics.

Canada is the most major importer for the U.S. generating 23,569,000 USD and 734 tons of production in 2021. Secondly, UAE takes place with

7,833,000 USD and 1,082 tons. On the 7<sup>th</sup> position, United Kingdom contributes with 618,000 USD and 25 tons of production.

### 5.3. FOOTWEAR MARKET

As for the products under tariff code 64 Footwear, gaiters and the like; parts of such articles the importation data for the U.S. is reflected in the chart below:

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Growth in imported value between 2017-2021 (% p.a.) ⚡	Growth in imported value between 2020-2021 (% p.a.) ⚡
World	28,644,841	-27,497,550	100	-1	33
China	12,292,908	-12,162,272	42.9	-8	34
Viet Nam	7,829,334	-7,651,315	27.3	7	16
Italy	2,176,075	-2,162,967	7.6	8	59
Indonesia	2,077,896	-2,006,408	7.3	5	45
Cambodia	748,807	-748,795	2.6	27	44
Mexico	578,600	-482,610	2	2	74
India	485,969	-483,918	1.7	-3	53
Germany	411,870	-404,961	1.4	22	124
Bangladesh	277,664	-277,630	1	23	85
Brazil	251,103	-249,640	0.9	1	62
Spain	201,068	-198,172	0.7	-8	32

Sources: ITC calculations based on customs statistics.

According to Trade Map, more than 50% of imports of this product come from China and Vietnam. Looking at the table we can see that the biggest European exporter is Italy with 2.176.075 thousand USD. Evaluating imports from France, Spain, and Denmark, we see that Spain ranks 11th in footwear imports into the United States, with a 0,7% share in United States of America's imports. France and Denmark, on the other hand, have a smaller share of imports to the United States.

Evaluating the exports, U.S. exports of this product were mainly directed to Canada, Vietnam, and China.

To be more precise, for products under the code 6402: Footwear with outer soles and uppers of rubber or plastics (excluding waterproof footwear

of heading 6401, orthopaedic footwear, skating boots with ice or roller skates attached, and toy footwear), imports are shown below:

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)
World	6,315,343	-6,168,842	100	879,342,324	Pairs	7.18	-2		36
China	3,698,936	-3,694,061	58.6	658,473,803	Pairs	5.62	-5		39
Viet Nam	1,326,385	-1,326,385	21	125,036,849	Pairs	11	2		11
Indonesia	319,041	-318,979	5.1	25,984,916	Pairs	12	-6		42
Italy	260,024	-259,818	4.1	7,237,668	Pairs	36	26	14	87
Germany	196,153	-193,573	3.1	9,651,793	Pairs	20	16	18	112
Cambodia	172,876	-172,876	2.7	20,712,180	Pairs	8.35	23		25
India	53,083	-52,984	0.8	6,350,097	Pairs	8.36	29		35
Brazil	51,672	-51,412	0.8	7,596,542	Pairs	6.80	3		115
Mexico	41,362	-23,316	0.7	6,755,401	Pairs	6.12	8		94
Romania	37,714	-37,707	0.6	433,256	Pairs	87	2	-2	39

Sources: ITC calculations based on customs statistics.

USA's main providers for these products are China (58,6% of the total), Vietnam (21%) and Indonesia (5,1%). Important European providers are Italy (4,1% of total imports), Germany (3,1%) and Romania (0,6%). Regarding imports from Spain, they only represented 5,395 thousand USD (2,693 thousand for France and 10 thousand for Denmark).

Whilst data regarding exports:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)
World	146,501	-6,168,842	100	14,754,644	Pairs	9.93	-9	-7	14
Canada	71,027	69,396	48.5	6,179,381	Pairs	11	-6	-9	9
Mexico	18,046	-23,316	12.3	3,692,947	Pairs	4.89	-15	-2	-17
Chile	6,395	6,393	4.4	546,202	Pairs	12	-6	-23	116
China	4,875	-3,694,061	3.3	391,653	Pairs	12	21	21	67
El Salvador	4,262	4,261	2.9	651,339	Pairs	6.54	4	23	125
United Kingdom	3,909	992	2.7	174,339	Pairs	22	9	-1	99
Japan	3,216	2,932	2.2	204,814	Pairs	16	-14	-14	-20
United Arab Emirates	2,732	2,165	1.9	222,987	Pairs	12	21	14	150
Germany	2,580	-193,573	1.8	156,795	Pairs	16	6	6	107
Australia	2,516	2,424	1.7	199,514	Pairs	13	-20	-12	-14

Sources: ITC calculations based on customs statistics.



The main destination is Canada, followed by Mexico and Chile. As we can see, products are sold worldwide: in South America (El Salvador), Europe (UK, Germany), Asia (China, Japan) and Australia.

Finally, products under the code 6403: Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather (excluding orthopaedic footwear, skating boots with ice or roller skates attached, and toy footwear). Imports are as follows:

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)
World	10,793,292	-10,506,416	100	459,919,346	Pairs	23	-2	-3	27
China	3,139,871	-3,124,874	29.1	159,217,048	Pairs	20	-15	-15	16
Viet Nam	2,707,667	-2,707,581	25.1	141,029,487	Pairs	19	9	9	12
Italy	1,311,269	-1,302,785	12.1	10,947,875	Pairs	120	2	-3	41
Indonesia	967,229	-967,110	9	56,922,622	Pairs	17	12	11	48
Mexico	476,591	-464,514	4.4	11,390,044	Pairs	42	9	8	80
India	380,282	-380,034	3.5	20,588,469	Pairs	18	-4	0	55
Cambodia	327,398	-327,386	3	14,930,813	Pairs	22	26	19	56
Bangladesh	250,338	-250,304	2.3	9,299,701	Pairs	27	21	24	84
Germany	182,620	-180,555	1.7	4,407,732	Pairs	41	27	22	124
Brazil	175,797	-175,312	1.6	7,210,555	Pairs	24	-1	4	51
Portugal	157,451	-157,328	1.5	2,996,110	Pairs	53	5	1	41
Spain	155,393	-153,104	1.4	2,779,132	Pairs	56	-10	-8	27

Sources: ITC calculations based on customs statistics.

Main providers are China (29,1% share in the US market), Vietnam (25,1% and Italy (12,1%). Spain also appears as one of the main providers (12<sup>th</sup>) with a share of 1,4%, which is equal to 155.393 thousand USD and 2.779.132 pairs. Denmark exported 22.596 pairs, which is equal to 1.002 thousand USD, whilst France exported 143.602 pairs, worth 14.976 thousand USD.

Whilst data regarding exports is shown below:

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's exports (%) ⬆	Quantity exported in 2021	Quantity unit	Unit value (USD/unit) ⬇	Growth in exported value between 2017-2021 (% p.a.) ⬆	Growth in exported quantity between 2017-2021 (% p.a.) ⬆	Growth in exported value between 2020-2021 (% p.a.) ⬆
World	286,876	-10,506,416	100	8,003,221	Pairs	36	-13	-16	7
<a href="#">Canada</a>	116,200	103,873	40.5	2,693,636	Pairs	43	-16	-24	3
<a href="#">Japan</a>	21,192	19,649	7.4	476,484	Pairs	44	-11	-11	16
<a href="#">China</a>	14,997	-3,124,874	5.2	376,815	Pairs	40	-2	6	90
<a href="#">United Kingdom</a>	13,373	-5,206	4.7	312,346	Pairs	43	1	-1	11
<a href="#">Netherlands</a>	13,046	10,407	4.5	216,803	Pairs	60	-7	-5	28
<a href="#">Mexico</a>	12,077	-464,514	4.2	427,162	Pairs	28	-12	-7	-7
<a href="#">Korea, Republic of</a>	11,359	7,754	4	273,470	Pairs	42	-12	-8	12
<a href="#">Italy</a>	8,484	-1,302,785	3	258,241	Pairs	33	-6	10	15
<a href="#">Hong Kong, China</a>	6,374	1,407	2.2	205,977	Pairs	31	-11	-8	-1
<a href="#">Australia</a>	5,870	-651	2	127,865	Pairs	46	-17	-13	3
<a href="#">Singapore</a>	5,075	2,036	1.8	68,844	Pairs	74	-14	-15	17
<a href="#">France</a>	4,955	-10,021	1.7	281,021	Pairs	18	3	24	12

Sources: ITC calculations based on customs statistics.

Main destinations are Canada, Japan and China. In total, 286.876 thousand USD worth of products were exported in 2021, with is equal to 8.003.221 pairs.

#### 5.4. FOOD

Since there are so many HS codes that could be analysed in this category, we will study two of them, significant to the aimed market, that will be the following:

Regarding the importations for products under tariff code (T.C.) 19: "Preparations of cereals, flour, starch or milk; pastrycooks' products"

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's imports (%) ⬆	Growth in imported value between 2017-2021 (% p.a.) ⬆	Growth in imported value between 2020-2021 (% p.a.) ⬆	Ranking of partner countries in world exports ⬆	Share of partner countries in world exports (%) ⬆
World	11,043,384	-6,778,769	100	10	16		100
<a href="#">Canada</a>	4,740,039	-2,153,078	42.9	9	18	5	5.7
<a href="#">Mexico</a>	1,989,089	-1,544,481	18	10	20	9	3
<a href="#">Italy</a>	885,377	-884,067	8	15	7	2	8.4
<a href="#">Korea, Republic of</a>	338,656	-253,917	3.1	20	15	16	1.9
<a href="#">France</a>	322,919	-317,993	2.9	8	30	4	6.3
<a href="#">Thailand</a>	255,113	-249,187	2.3	13	12	15	2.1
<a href="#">China</a>	249,190	-207,877	2.3	1	10	11	2.7
<a href="#">Germany</a>	195,039	-190,364	1.8	3	11	1	9
<a href="#">India</a>	193,591	-190,440	1.8	11	12	32	0.7

Sources: ITC calculations based on customs statistics.

The United States of America's imports represent 12,5% of world imports for this product, its main exporter is Canada with nearly 43% of the US's imports followed by Mexico and Italy. France has a good position in the exporters of this product to the US, being the 5th largest exporter with 2,9% of the US's imports, Spain exported only 0,8% of total U.S. imports and Denmark 0,5%.

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's exports (%) ⚡	Growth in exported value between 2017-2021 (%. p.a.) ⚡	Growth in exported value between 2020-2021 (%. p.a.) ⚡	Ranking of partner countries in world imports ⚡	Share of partner countries in world imports (%) ⚡
World	4,264,615	-6,778,769	100	1	0		100
<a href="#">Canada</a>	2,586,961	-2,153,078	60.7	2	-2	6	3.9
<a href="#">Mexico</a>	444,608	-1,544,481	10.4	6	22	26	0.9
<a href="#">Japan</a>	93,574	-37,655	2.2	0	6	13	1.6
<a href="#">Korea, Republic of</a>	84,739	-253,917	2	2	2	22	1.1
<a href="#">United Kingdom</a>	51,167	-64,232	1.2	-1	-14	4	5.4
<a href="#">Saudi Arabia</a>	49,453	48,074	1.2	3	-7	11	1.8
<a href="#">Dominican Republic</a>	48,428	8,658	1.1	1	3	56	0.3
<a href="#">Australia</a>	48,355	30,076	1.1	1	-6	12	1.7
<a href="#">United Arab Emirates</a>	42,473	32,028	1	2	4	18	1.1
<a href="#">Panama</a>	41,423	41,341	1	2	6	67	0.2
<a href="#">China</a>	41,313	-207,877	1	-16	-47	2	7.7

Sources: ITC calculations based on customs statistics.

When talking about exports, Canada is the country where most American products are exported to (60,7%), followed by Mexico (10,4%).

Regarding the importations for products under tariff code (T.C.) 21: "Miscellaneous edible preparations":

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Growth in imported value between 2017-2021 (%. p.a.) ⚡	Growth in imported value between 2020-2021 (%. p.a.) ⚡	Ranking of partner countries in world exports ⚡	Share of partner countries in world exports (%) ⚡
World	11,123,905	-683,372	100	21	14		100
<a href="#">Singapore</a>	3,465,762	-3,360,606	31.2	239	8	3	7.1
<a href="#">Canada</a>	1,855,788	783,503	16.7	8	17	13	2.5
<a href="#">Mexico</a>	712,336	703,951	6.4	10	10	18	1.4
<a href="#">China</a>	635,324	-241,651	5.7	15	9	5	6
<a href="#">Italy</a>	558,947	-537,209	5	20	39	6	4
<a href="#">Thailand</a>	364,008	-143,379	3.3	7	1	11	2.8
<a href="#">Germany</a>	249,273	-185,171	2.2	8	3	2	8.1
<a href="#">Taipei, Chinese</a>	232,962	36,045	2.1	27	65	28	1.1
<a href="#">Korea, Republic of</a>	229,993	437,619	2.1	22	12	16	1.5

Sources: ITC calculations based on customs statistics.

Its largest provider is Singapore (31,2% of total imports), followed by Canada (16,7%). In total, products worth 11.123.905 thousand USD were imported in 2021. As for European products, we find Italy in 5<sup>th</sup> position, with

only 5% of imports. France, Spain, and Denmark each have a 1,2% of share in United States of America's imports of this product.

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's exports (%) ⚡	Growth in exported value between 2017-2021 (% p.a.) ⚡	Growth in exported value between 2020-2021 (% p.a.) ⚡	Ranking of partner countries in world imports ⚡	Share of partner countries in world imports (%) ⚡
World	10,440,533	-683,372	100	5	12		100
<a href="#">Canada</a>	2,639,291	783,503	25.3	3	2	7	3.4
<a href="#">Mexico</a>	1,416,287	703,951	13.6	5	26	16	1.7
<a href="#">Korea, Republic of</a>	667,612	437,619	6.4	16	8	8	2.9
<a href="#">Netherlands</a>	400,385	274,228	3.8	7	12	4	3.9
<a href="#">China</a>	393,673	-241,651	3.8	17	24	2	5.1
<a href="#">Japan</a>	322,918	104,938	3.1	-2	8	15	1.8
<a href="#">Taipei, Chinese</a>	269,007	36,045	2.6	5	37	24	1.2
<a href="#">Malaysia</a>	242,192	216,005	2.3	16	49	20	1.5

Sources: ITC calculations based on customs statistics..

When talking about exports, Canada is the country where more American products falling under the studied category were exported to (25,3% of total US exports), ahead of Mexico (13,60%) and Korea (6,40%).

### 5.5. FURNITURE AND LINENS

Regarding the imports of products under the tariff code (6302): "Bedlinen, table linen, toilet linen and kitchen linen of all types of textile materials (excluding floorcloths, polishing cloths, dishcloths and dusters)":

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Quantity imported in 2021	Quantity unit	Unit value (USD/unit) ⚡	Growth in imported value between 2017-2021 (% p.a.) ⚡	Growth in imported quantity between 2017-2021 (% p.a.) ⚡	Growth in imported value between 2020-2021 (% p.a.) ⚡	Ranking of partner countries in world exports ⚡	Share of partner countries in world exports (%) ⚡
World	7,553,109	-7,352,117	100	1,028,432	Tons	7,344	4	5	37		100
<a href="#">India</a>	2,707,222	-2,706,300	35.8	315,957	Tons	8,568	6	7	50	3	9.2
<a href="#">China</a>	2,596,337	-2,595,237	34.4	401,349	Tons	6,469	3	6	27	1	39.9
<a href="#">Pakistan</a>	1,331,303	-1,331,131	17.6	227,479	Tons	5,852	5	5	35	2	17.2
<a href="#">Türkiye</a>	299,688	-299,670	4	30,531	Tons	9,816	8	6	40	4	5.9
<a href="#">Portugal</a>	155,923	-155,806	2.1	8,140	Tons	19,155	11	5	52	6	2.9
<a href="#">Bangladesh</a>	87,966	-87,940	1.2	16,814	Tons	5,232	5	0	38	7	2.6
<a href="#">Mexico</a>	57,768	-40,114	0.8	3,738	Tons	15,454	-4	-12	148	18	0.6

Sources: ITC calculations based on customs statistics.S.

India is positioned as the biggest source for such products for the U.S. in 2021 generating value of 2,707,222,000 USD and 315,957 tons. Secondly, China takes place contributing with 2,596,337,000 USD and 401,349 tons.

Mexico takes the 7<sup>th</sup> position and the bottom on the graph with 57.768,000 USD and 3,738 tons. Regarding exports from Spain, they were worth 2.235 thousand USD, 94 thousand for Denmark and 11.228 thousand for France.

Whilst that regarding exports:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)
World	200,992	-7,352,117	100	20,920	Tons	9,608	-2	1	20
Canada	139,227	127,854	69.3	13,854	Tons	10,050	0	2	20
Mexico	17,654	-40,114	8.8	2,362	Tons	7,474	5	22	-9
Dominican Republic	3,349	720	1.7	375	Tons	8,931	2	1	53
Bahamas	2,873	2,872	1.4	224	Tons	12,826	-17	-22	74
Panama	2,253	2,252	1.1	254	Tons	8,870	-20	-20	44
Aruba	2,158	2,158	1.1	176	Tons	12,261	-7	-7	101
Costa Rica	1,802	1,802	0.9	344	Tons	5,238	-18	-16	62
Jamaica	1,774	1,774	0.9	215	Tons	8,251	-15	-12	26
United Kingdom	1,701	-151	0.8	102	Tons	16,676	0	-1	69

Sources: ITC calculations based on customs statistics.

We can appreciate how the main destinations are Canada, Mexico and Dominican Republic. In total, exports were worth 200.992 thousand USD in 2021.

Regarding the imports of goods under the tariff code (6301): "Blankets and travelling rugs of all types of textile materials (excluding table covers, bedspreads and articles of bedding and similar furnishing of heading 9404)":

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)
World	2,029,525	-1,986,597	100	367,342	Tons	5,525	12	14	44		100
China	1,688,721	-1,688,160	83.2	313,082	Tons	5,394	12	15	41	1	75.2
India	145,856	-145,730	7.2	28,528	Tons	5,113	-1	-4	55	2	3.5
Viet Nam	55,596	-55,591	2.7	9,950	Tons	5,588	163	145	174	5	1.1
Pakistan	31,983	-31,962	1.6	6,699	Tons	4,774	10	8	15	14	0.7
Portugal	20,222	-20,218	1	1,538	Tons	13,148	20	19	65	15	0.7
Mexico	15,347	-12,445	0.8	3,488	Tons	4,400	5	9	2	21	0.4
Italy	12,924	-12,736	0.6	383	Tons	33,744	12	13	107	4	1.2

Sources: ITC calculations based on customs statistics.

China is the country importing the most for this product type, resulting in 1,688,721,000 USD and 313,082 tons. India takes the second place

generating 145,856,000 USD and 28,528 tons. Italy is positioned at the bottom of this graph with 12,924,000 USD and quantity imported of 383 tons. Denmark only exported 1 ton, whilst France exported 92 tons and Spain 105 tons.

Regarding the exports of such products under the same tariff code:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
World	42,928	-1,986,597	100	4,552	Tons	9,431	2	12	10		100
Canada	27,174	26,676	63.3	2,759	Tons	9,849	5	24	13	5	3
Mexico	2,902	-12,445	6.8	540	Tons	5,374	22	10	-23	27	0.6
United Kingdom	2,002	-4,332	4.7	143	Tons	14,000	1	-7	149	4	3.5
Japan	1,509	1,328	3.5	146	Tons	10,336	-9	2	-14	2	4.8
United Arab Emirates	924	882	2.2	108	Tons	8,556	29	69	169	10	1.7
Korea, Republic of	583	-748	1.4	59	Tons	9,881	-5	29	39	19	0.8
Netherlands	571	495	1.3	34	Tons	16,794	4	-10	191	8	1.9

Sources: ITC calculations based on customs statistics.

Canada imports most from the U.S. in this category, resulting in 27,174,000 USD and 2,759 tons. Secondly, Mexico takes place, contributing with 2,902,000 USD and quantity of 540 tons. Lastly, the value exported regarding the Netherlands in 2021 was 571,000 USD and 34 tons.

Regarding the imports of products under the tariff code (6307): "Made-up articles of textile materials, incl. dress patterns":

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)
World	7,496,722	-6,295,965	100	1,094,762	Tons	6,848	26	13	-64		100
China	5,241,438	-5,181,618	69.9	802,783	Tons	6,529	28	15	-70	1	53.3
Mexico	596,017	-274,202	8	67,617	Tons	8,815	11	6	-16	5	2.6
Viet Nam	317,272	-301,341	4.2	32,058	Tons	9,897	69	46	-62	6	2.5
Pakistan	282,048	-269,889	3.8	86,627	Tons	3,256	5	4	19	8	1.9
India	203,294	-142,571	2.7	27,956	Tons	7,272	15	6	49	10	1.7
Dominican Republic	101,252	-74,532	1.4	15,701	Tons	6,449	6	14	1	41	0.2
Cambodia	100,629	-100,360	1.3	9,743	Tons	10,328	96	97	94	29	0.3

Sources: ITC calculations based on customs statistics.

China generated most value imported in 2021 for the U.S., resulting in 5,241,438,000 USD and 802,783 tons. Then, Mexico takes place with

596,017,000 USD and 67,617 tons. Regarding European countries, France's exports were worth 13.593 thousand USD (186 tons), Spain's products were worth 1.582 thousand USD (142 tons) and Denmark exported for the value of 800 thousand USD (27 tons).

Regarding the exports of such products under the same tariff code:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
World	1,200,757	-6,295,965	100	107,455	Tons	11,175	14	9	4		100
Mexico	321,815	-274,202	26.8	41,022	Tons	7,845	7	14	-4	11	2
Canada	309,333	247,642	25.8	31,921	Tons	9,691	20	10	-26	8	2.8
India	60,723	-142,571	5.1	5,258	Tons	11,549	95	83	2,254	42	0.4
China	59,820	-5,181,618	5	2,373	Tons	25,209	51	28	62	18	1
Australia	44,312	37,002	3.7	2,678	Tons	16,547	14	-5	42	10	2.1
Germany	31,559	11,103	2.6	1,749	Tons	18,044	-11	-16	7	2	10
Dominican Republic	26,720	-74,532	2.2	2,142	Tons	12,474	32	42	55	60	0.2

Sources: ITC calculations based on customs statistics.

Mexico is the main importer of U.S. goods in this category resulting in 321,815,000 USD and 41,022 tons. Canada takes the second position with 309,333,000 USD and 31,921 tons. At the bottom of the graph, Dominican Republic generated 26,720,000 USD and 2,142 tons.

Regarding the imports of products under the tariff code (9403): "Furniture and parts thereof, n.e.s. (excluding seats and medical, surgical, dental or veterinary furniture)":

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)
World	31,961,324	-29,161,803	100	0	No quantity		4		24		100
China	9,460,406	-9,440,885	29.6	0	No quantity		-11		23	1	33.4
Viet Nam	8,209,431	-8,206,448	25.7	0	No quantity		23		20	4	6.6
Canada	2,511,256	-732,245	7.9	0	No quantity		0		13	7	2.4
Mexico	2,079,288	-1,826,048	6.5	0	No quantity		15		38	12	1.7
Malaysia	1,750,976	-1,740,844	5.5	0	No quantity		24		5	8	2.2
Taipei_Chinese	1,142,126	-1,134,222	3.6	0	No quantity		16		13	18	1.3
Italy	1,138,516	-1,130,068	3.6	0	No quantity		9		32	3	7.3

Sources: ITC calculations based on customs statistics.

China takes the first place with value imported of 9,460,406,000 USD. Then, Vietnam is positioned second, generating 8,209,431,000 USD. At the bottom of the graph, Italy contributes with 1,138,516,000 USD. Imports from France were worth 93,825 thousand USD (followed by Spain with 86.841 thousand and Denmark with 85.543 thousand).

Regarding the exports of goods under the same tariff code:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
World	2,799,521	-29,161,803	100	1,144	No quantity	2,447,134	-3		14		100
Canada	1,779,011	-732,245	63.5	0	No quantity		2		20	6	3.3
Mexico	253,240	-1,826,048	9	0	No quantity		-4		-1	24	0.8
United Kingdom	68,065	-99,684	2.4	0	No quantity		-10		12	3	5.8
Japan	43,029	14,165	1.5	0	No quantity		-1		2	7	3
Netherlands	39,427	8,666	1.4	0	No quantity		8		5	5	3.9
Germany	37,074	-303,949	1.3	0	No quantity		-3		12	2	7.8
Bahamas	34,851	34,655	1.2	0	No quantity		-6		13	87	0.05

Sources: ITC calculations based on customs statistics.

Canada is a main importer of U.S. goods in this category, resulting in 1,779,011,000 USD, while Mexico takes the second place with 253,240,000 USD. Lastly, Bahamas contributes with 34,851,000 USD.

Regarding the imports of products under the tariff code (9404): "Mattress supports (excluding spring interiors for seats); articles of bedding and similar furnishing, e.g. mattresses, quilts, eiderdowns, cushions, pouffes and pillows, fitted with springs or stuffed or internally filled with any material or of cellular rubber or plastics, whether or not covered (excluding pneumatic or water mattresses and pillows, blankets and covers)":



Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's imports (%) ⬇	Quantity imported in 2021	Quantity unit	Unit value (USD/unit) ⬇	Growth in imported value between 2017-2021 (% p.a.) ⬇	Growth in imported quantity between 2017-2021 (% p.a.) ⬇	Growth in imported value between 2020-2021 (% p.a.) ⬇	Ranking of partner countries in world exports ⬇	Share of partner countries in world exports (%) ⬇
World	6,040,293	-5,530,260	100	0	No quantity		10		22		100
China	3,348,214	-3,343,754	55.4	0	No quantity		-2		28	1	47.6
Mexico	508,156	-452,488	8.4	0	No quantity		14		112	5	2.3
India	504,109	-503,978	8.3	0	No quantity		23		66	3	3.5
Indonesia	406,783	-406,751	6.7	0	No quantity		334		-1	11	1.8
Taipei_Chinese	205,925	-200,353	3.4	0	No quantity		59		330	21	0.8
Pakistan	137,684	-137,493	2.3	0	No quantity		30		66	22	0.8
Serbia	123,792	-123,784	2	0	No quantity				52	41	0.2

Sources: ITC calculations based on customs statistics.

China is the main exporter in this category which generated 3,348,214,000 USD in 2021, while Mexico, the second on the list, resulted in value imported of 508,156,000 USD. This being said, we do not possess the data for the imported quantities in 2021. Regarding France, their imports were worth 3,548 thousand USD, whilst Denmark exported for 1,911 thousand and Spain for 64,672 thousand.

Regarding the exports of goods under the same tariff code:

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⬇	Share in United States of America's exports (%) ⬇	Quantity exported in 2021	Quantity unit	Unit value (USD/unit) ⬇	Growth in exported value between 2017-2021 (% p.a.) ⬇	Growth in exported quantity between 2017-2021 (% p.a.) ⬇	Growth in exported value between 2020-2021 (% p.a.) ⬇	Ranking of partner countries in world imports ⬇	Share of partner countries in world imports (%) ⬇
World	510,033	-5,530,260	100	16,182,720	Units	32	1		17		100
Canada	359,652	249,868	70.5	9,452,537	Units	38	4		19	7	3.3
Mexico	55,668	-452,488	10.9	4,109,928	Units	14	6		15	23	0.9
Korea_Republic of	15,082	-4,574	3	174,700	Units	86	-7		-13	9	2.5
Japan	7,700	4,985	1.5	179,838	Units	43	-11		11	3	7.1
Taipei_Chinese	5,572	-200,353	1.1	181,275	Units	31	3		14	24	0.8
China	4,460	-3,343,754	0.9	82,323	Units	54	-17		5	20	1
France	4,164	616	0.8	58,629	Units	71	34		10	4	4.6

Sources: ITC calculations based on customs statistics.

Canada is the main importer of U.S. goods in this category, resulting in 359,652,000 USD and 9,452,537 units. Secondly, Mexico takes place with 55,668,000 USD and 4,109,928. At the bottom of the graph, on the 7<sup>th</sup> position, France contributes with 4,164,000 USD and 58,629 units.

## 5.6. BOOKS FOR CHILDREN

Regarding importations for products under tariff code (T.C.) 49: "Printed books, newspapers, pictures and other products of the printing industry; manuscripts, typescripts and plans":

Exporters	Value imported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's imports (%) ⚡	Growth in imported value between 2017-2021 (%. p.a.) ⚡	Growth in imported value between 2020-2021 (%. p.a.) ⚡	Ranking of partner countries in world exports ⚡	Share of partner countries in world exports (%) ⚡
World	5,088,014	-887,380	100	0	27		100
<a href="#">China</a>	2,532,184	-2,406,885	49.8	0	28	1	11.6
<a href="#">Canada</a>	607,008	1,217,285	11.9	1	27	11	2.2
<a href="#">United Kingdom</a>	375,858	32,688	7.4	-5	22	4	7.8
<a href="#">Mexico</a>	284,821	159,082	5.6	0	18	19	1
<a href="#">Italy</a>	143,868	-105,571	2.8	9	58	9	3.4
<a href="#">Malaysia</a>	134,431	-123,491	2.6	27	36	29	0.6
<a href="#">Germany</a>	129,472	2,827	2.5	-7	16	2	11.5
<a href="#">Korea, Republic of</a>	122,021	-58,558	2.4	7	20	18	1.1
<a href="#">India</a>	95,789	-35,244	1.9	12	45	23	0.9
<a href="#">France</a>	66,842	3,605	1.3	-9	37	7	4.3

Sources: ITC calculations based on customs statistics.

Its largest exporter is China (49,8% of imports), followed by Canada (11,9%) and the United Kingdom (11,9%). In total, products worth USD 5 billion were imported in 2021. Language is relevant in these types of products and there are no countries with minority spoken languages in the category. France has a participation in 1,3% of total US's imports of this product, whilst Spain's participation is of 0,6% and Denmark's of 0,1%.

Importers	Value exported in 2021 (USD thousand) ▼	Trade balance 2021 (USD thousand) ⚡	Share in United States of America's exports (%) ⚡	Growth in exported value between 2017-2021 (%. p.a.) ⚡	Growth in exported value between 2020-2021 (%. p.a.) ⚡	Ranking of partner countries in world imports ⚡	Share of partner countries in world imports (%) ⚡
World	4,200,634	-887,380	100	-3	15		100
<a href="#">Canada</a>	1,824,293	1,217,285	43.4	-3	14	4	5.6
<a href="#">Mexico</a>	443,903	159,082	10.6	1	21	16	1.7
<a href="#">United Kingdom</a>	408,546	32,688	9.7	-7	-18	6	4.7
<a href="#">Japan</a>	178,269	117,644	4.2	8	52	13	2.2
<a href="#">Germany</a>	132,299	2,827	3.1	6	101	2	8.2
<a href="#">China</a>	125,299	-2,406,885	3	-6	3	3	6
<a href="#">Australia</a>	116,914	102,037	2.8	-4	13	15	1.8
<a href="#">France</a>	70,447	3,605	1.7	10	141	5	5.3

Sources: ITC calculations based on customs statistics.

When talking about exports, Canada is the country where most American products are exported to (43,4% of the total amount), ahead of Mexico (10,6%) and the United Kingdom (9,7%).

### 5.7. OTHERS

Regarding imports of products under the tariff code (3304): “Beauty or make-up preparations and preparations for the care of the skin, incl. sunscreen or suntan preparations (excluding medicaments); manicure or pedicure preparations”:

Exporters	Value imported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's imports (%)	Quantity imported in 2021	Quantity unit	Unit value (USD/unit)	Growth in imported value between 2017-2021 (% p.a.)	Growth in imported quantity between 2017-2021 (% p.a.)	Growth in imported value between 2020-2021 (% p.a.)	Ranking of partner countries in world exports	Share of partner countries in world exports (%)
World	5,555,889	-49,357	100	327,181	Tons	16,981	1		24		100
France	889,171	-620,391	16	24,485	Tons	36,315	-1		11	1	15.1
Canada	800,181	381,979	14.4	60,603	Tons	13,204	1		25	15	1.9
Korea, Republic of	740,799	-549,178	13.3	31,573	Tons	23,463	12		34	2	10.7
China	607,600	9,315	10.9	72,175	Tons	8,418	-16		16	8	3.5
Italy	551,162	-529,591	9.9	13,040	Tons	42,267	1		32	10	3.2
Sweden	276,530	-244,491	5	168	Tons	1,646,012	31		74	22	0.5
United Kingdom	272,124	137,653	4.9	14,404	Tons	18,892	-1		4	9	3.3

Sources: ITC calculations based on customs statistics.

The biggest provider for the United States in 2021 was France, generating 889,171,000 USD and 24,485 tons of quantity imported. Canada is positioned second with 800,181,000 USD value imported and 60,603 quantity imported. Lastly, United Kingdom takes the 7<sup>th</sup> position, contributing with 272,124,000 USD and 14,404 tons. Regarding Denmark's position, the country exported 1.834 thousand USD worth of product, whilst Spain exported for 56.145 thousand USD.

Regarding the exports of products under the same tariff code:

Importers	Value exported in 2021 (USD thousand)	Trade balance 2021 (USD thousand)	Share in United States of America's exports (%)	Quantity exported in 2021	Quantity unit	Unit value (USD/unit)	Growth in exported value between 2017-2021 (% p.a.)	Growth in exported quantity between 2017-2021 (% p.a.)	Growth in exported value between 2020-2021 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)
World	5,506,532	-49,357	100	177,146	Tons	31,085	-1		8		100
Canada	1,182,160	381,979	21.5	21,755	Tons	54,340	-3		9	9	2.1
China	616,915	9,315	11.2	17,404	Tons	35,447	24		2	1	27.1
United Kingdom	409,777	137,653	7.4	19,254	Tons	21,283	-6		11	7	2.8
Hong Kong, China	305,204	299,381	5.5	6,340	Tons	48,139	0		-9	2	9.7
Australia	289,893	247,655	5.3	8,304	Tons	34,910	-4		3	20	1.2
France	268,780	-620,391	4.9	5,501	Tons	48,860	0		-4	8	2.6
Switzerland	217,917	135,922	4	4,357	Tons	50,015	23		52	24	0.8

Sources: ITC calculations based on customs statistics.

Talking about exporting activities, Canada is a major partner and takes the lead with 1,182,160,000 USD and 21,755 tons. China is on the second place, generating 616,915,000 USD and 17,404 tons of these products. At the bottom of the graph, Switzerland contributes with 217,917,000 USD and quantity exported in 2021 of 4,357 tons.

## 6. IMPORT POTENTIAL

The United States, being the world's leading economic power, has a great capacity to import goods from abroad. The United States of America's imports represent 13,1% of world imports and its ranking in world imports is 1. **The most in-demand goods for final consumption are cars, clothing, medicaments, furniture, and toys.** The main providers are China, Germany, Hong Kong, Taiwan, and Italy. **In the toy market, the countries from which most toys are imported are China and Vietnam.**

Due to the global disruption of supply chains, the number of products that are manufactured within U.S. borders is increasing, to avoid shipping delays and cargo problems. The United States of America's exports represent 3,9% of world exports for toys, games and sports requisites and its ranking in world exports is 2.

**U.S. retail sales of toys generated \$29.2 billion in 2022**, a decrease of 0.2% according to The NPD Group's U.S. Retail Tracking Services that covers 76% of the U.S. Toys Market. While the sales remained relatively flat in 2022, the market grew 33% in 2022 compared to 2019. U.S. market size for the total toy industry for 2022, projected to 100% of the market, was approximately \$40 billion, according to The NPD Group Checkout. Revenue in the Toys & Games segment amounts to US\$31.26bn in 2023. The market is expected to grow annually by 4.51% (CAGR 2023-2027).

The following chart represents **the volume and trends, per category, and its evolution (in billions of USD):** <sup>26</sup>

Traditional Toy Categories	2019	2020	2021	2022	2019 vs 2020 % change	2020 vs 2021 % change	2021 vs 2022 % change
Grand Total (76% of US Toys Market)	\$22.0	\$25.7	\$29.2	\$29.2	16.9%	13.7%	-0.2%
Action Figures & Accessories	\$1.7	\$1.7	\$2.1	\$2.2	-1.6%	24.5%	4.4%
Arts & Crafts	\$1.1	\$1.2	\$1.2	\$1.2	12.8%	3.7%	0.0%
Building Sets	\$1.8	\$2.3	\$2.7	\$2.9	25.6%	16.3%	8.2%
Dolls	\$3.3	\$3.7	\$3.8	\$3.4	10.8%	3.7%	-11.9%
Explorative & Other Toys	\$1.4	\$1.6	\$2.2	\$2.6	14.1%	37.3%	15.5%
Games/Puzzles	\$2.2	\$3.0	\$3.5	\$3.5	33.0%	16.9%	-0.3%
Infant/Toddler/Preschool Toys	\$3.1	\$3.4	\$3.8	\$3.7	8.8%	11.7%	-1.8%
Outdoor & Sports Toys	\$4.2	\$5.4	\$5.8	\$5.2	29.2%	8.5%	-11.1%
Plush	\$1.2	\$1.3	\$1.8	\$2.3	8.3%	31.2%	31.1%
Vehicles	\$1.4	\$1.6	\$1.7	\$1.7	16.4%	8.9%	-0.6%
Youth Electronics	\$0.5	\$0.5	\$0.5	\$0.5	2.9%	7.7%	-11.5%

**For clothing (TC 61, 62, 64)** the main exporters to the USA are China and Vietnam. Concerning European countries, providers are very few and with small shares in the country's imports; for example for products under the code 62 Italy is the first European provider, having exported 999.161 thousand USD worth of products. Concerning products under the three tariff codes (which encompasses clothing and footwear), the total value imported in 2021 was worth 115.695.272 thousand USD.

**For children's toys (TC 3213, 3407, 95)** main providers appears to be China for all the studied codes, whilst the rest of the list of providers varies. Other important providers are Vietnam, Japan and Mexico. Concerning European products, the main providers seem to be France (for TC 3213 France is the second main provider, just after China) and Germany (second provider after China for products under the code 3407). Concerning the economic value of imported products, we took as reference products under the code

<sup>26</sup> Chart Source: The NPD Group/Retail Tracking Service/US/Jan-Dec.2022

95, as it is the most general. For these, 51.736.985 thousand USD worth of products were imported in the US in 2021.

**For children's books including colouring books (TC 49)** the main providers were China and Canada, whilst important European countries are the UK, Italy, Germany and France. The total value imported in 2021 was worth 5.062.492 thousand USD.

**For bedlinen, table linen, kitchen linen (TC 6301, 6302, 6307, 9403)** the main providers are China, India, Pakistan and Mexico (for products under the code 9403 Canada is also an important provider). Concerning European countries, the main provider is Portugal (although for products under the code 9403 Italy is also an important provider). The economic value of US imports for products under the general codes 63 and 94 was over 103.335.931 thousand USD.

Finally, regarding **food importations (TC 19, 21)**, the main providers were Canada, Mexico, Singapore and Italy. Important European providers, apart from Italy, were France and Germany. Total imports for the products under those codes were worth 22.167.289 thousand USD. This being said, we remind that those codes are very general due to the amount of potential tariff codes applicable to food products.

## 7. DISTRIBUTION CHANNELS

For goods which are US export licensed and/or with a value exceeding US\$ 2,500: formal clearance is required (goods from Canada are exempt from this limit) and an Electronic Export Information (EEI) must be filed with US Customs.

Textiles, foodstuffs, and drugs require formal clearance if the value exceeds US\$ 250. If DHL is completing EEI filing and the shipment is moving on an Import Express account, the receiver must provide Power of Attorney (POA). US Customs levies a Merchandise Processing Fee (MPF) whenever

formal clearance is completed. The MPF is levied at 0.34364%, a minimum of US\$ 24 and a maximum of US\$ 485. Goods may be subject to inspection by government agencies including the Food and Drug Administration (FDA). When shipping to a business: provide the receiver's tax identification number (IRS number). When shipping to a private importer: provide the receiver's Social Security Number (SSN).

The distribution channel can have a significant impact on consumers' purchasing decisions based on their age. In general, younger consumers tend to prefer online distribution channels, such as e-commerce sites and mobile applications, while older consumers tend to prefer physical distribution channels such as retail stores.

Younger consumers tend to be more comfortable with technology, so they can enjoy customising the online shopping experience, like recommending products based on their previous purchases or browsing history.

For the older customer, the physical channels are to be preferred since the opportunity to touch and even try the products before purchasing is very important. Social interaction with sellers to exchange on products and get immediate answers is also a very important factor.

It should be noted that these general trends do not apply to all consumers and that individual preferences may vary.

Products for children, from toys to food and clothing are sold through different distribution channels in the USA. Indeed, a large part of the products are sold through large areas such as Walmart, Target, and Costco (online and in physical shops). As we will further see in the e-commerce section, the main online distribution channel is Amazon, followed by Walmart and Apple. This being said, those stores offer a large variety of products, from different brands of toys and childcare products. There are also specialized stores such as Babies «R» US, Green Toys, Step2 or Buy Buy Baby that offer a more targeted selection of products for baby and children and sell online and offline.

Regarding the largest commercial districts in the US, we find New York City's CBD in lower Manhattan, The Loop (Chicago), Financial District, Historic Core and Old Bank District (Los Angeles). Directories can also be found online to redirect to specified stores; for example LA Fashion District (<https://fashiondistrict.org/shop/directory/kids>) lists all the children's clothing shops in the area of LA.

Finally, some producers sell live in their own sales outlets, such as Hanna Andersson brand children's clothing or Melissa & Doug brand toys.

## 8. COST OF ESTABLISHMENT

As establishment costs vary depending on the location, as a guide we've included some areas located in different geographical locations<sup>27</sup>.

State	Corporate Tax	Personal Income Tax	Price to Incorporate a Company €	Min. Capital €	Time Limit (days)	Legal Advice €
New York	21%	0-37%	192,93	0	10	2894, 07
California	22,5%-32%	11,5-51,6%	96,46	0	6	3472,89
Florida	26,5%	10,37%	84,41	0	7	2411,73

Concerning the visa, US visa fees vary depending on the type of visa and the length of stay. Here are the average visa fees for some of the most commonly requested visas:

- **Temporary Work Visa (H-1B):** USD 190 to USD 750 depending on the size of the company.
- **Permanent work visa (EB-3):** USD 345 to USD 1,140 depending on the category of employment.

<sup>27</sup> Own creation based on the data provided by Icx



It is important to note that the visa fee is non-refundable, even if the visa application is denied.

In addition to the visa fee, it is important to consider the other costs associated with obtaining a visa to the US. These may include travel costs, accommodation costs, medical costs, and visa application fees for family members.

It is also important to prepare carefully for the visa interview. It is advisable to gather all relevant documents, such as proof of income and identity documents, and to be prepared to answer any questions the consular officer may ask during the interview.

Finally, it is important to understand the restrictions and conditions of the visa once it is granted. Visas have a limited duration and may have restrictions on employment, travel, and study. It is important to respect these conditions to avoid any infringement or cancellation of the visa.

## **9. TARIFFS AND OTHER BARRIERS FOR THE ENTRY OF FOREIGN PRODUCTS**

### **9.1. ENTRY RATE AND REQUIREMENTS, PER PRODUCT**

The following chart represents the general and MFN rates necessary for a good to enter U.S. territory.

Because tariff codes 61, 62 and 64 are very general, rates may vary. That is why we have included a series of products that would fit under those tariff codes, as examples.

The custom rates applicable per product, necessary to enter the country can be found in the following table. Because of the large amount of

tariff codes used by the companies, we have applied a few which encompass a wide number of products.<sup>28</sup>

Tariff Code	Product	General Tariff***	MFN Tariff
321310	Sets of artist's, student's or signboard painter's colours, modifying tints, amusement colours and the like, in tablets, tubes, jars, bottles, pans or similar packages	70% on the value of the entire set	6,5% on the value of the entire set
392410	Tableware and kitchenware, of plastics	80% of FOB value	3,4% of FOB value
4420	Wood marquetry and inlaid wood; caskets and cases for jewellery or cutlery, and similar articles of wood; statuettes and other ornaments of wood; wooden articles of furniture not falling in chapter 94	33,33% of FOB value	3,2% of FOB value
610452	610452 Women's or girls' skirts and divided skirts of cotton, knitted or crocheted (excluding petticoats)	54,5% of FOB value	14,9% of FOB value
610610	Women's or girls' blouses, shirts and shirt-blouses of cotton, knitted or crocheted (excluding T-shirts and vests)	45% of FOB value	19,7% of FOB value
611120	Babies' garments and clothing accessories of cotton, knitted or crocheted (excluding hats)	90% of FOB value	19,7% of FOB value
620442	Women's or girls' dresses of cotton (excluding knitted or crocheted and petticoats)	90% of FOB value	11,8% of FOB value
630210	Bedlinen, knitted or crocheted	25% of FOB value	6% of FOB value

<sup>28</sup> Own creation based on the data provided by Acces2Markets (European Commission)

640220	Footwear with upper straps or thongs assembled to the sole by means of plugs	35% of FOB value	0% of FOB value
640391	Footwear with outer soles of rubber, plastics or composition leather, with uppers of leather, covering the ankle (excluding incorporating a protective metal toecap, sports footwear, orthopaedic footwear and toy footwear)	33,33% of FOB value	0% of FOB value
940360	Wooden furniture (excluding for offices, kitchens and bedrooms, and seats)	42,5% of FOB value	0% of FOB value
95030090	Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; reduced-size scale"" recreational models, working or not; puzzles of all kinds	70% of FOB value	0% of FOB value
95049080	Tables for casino games, automatic bowling alley equipment, and other funfair, table or parlour games, incl. pinball machines (excluding operated by any means of payment, billiards, video game consoles and machines, and playing cards)	40% of FOB value	0% of FOB value

\*\*\* (Belarus, Cuba, North Korea, Russian Federation)

Due to the large amount of tariff codes to analyse and, in case of wanting to research a specific code not included in the table, further information can be found at: <https://trade.ec.europa.eu/access-to-markets/en/home>, provided by the European Commission.

## 9.2. IMPORT PROCEDURE. GENERAL INSIGHT<sup>29</sup>

<sup>29</sup> Own creation based on the data provided by Acces2Markets (European Commission)

Certain **procedures and formalities** are also necessary when importing products in Chile. These can be divided as general procedures (applicable to every product) and specific (depending on the product).

Starting with the **general procedures** and formalities, necessary to enter the United States market:

- Import security filing and additional carrier requirements.

Importers and carriers must comply with the Importer Security Filing and Additional Carrier Requirements, commonly referred to as 10+2 initiative, and submit the relevant data elements to the officials of the Customs and Border Protection (CBP). Required for customs surveillance. The initiative only applies to cargo imported by ocean vessels.

- Manifest for aircraft

A document providing the U.S. Customs and Border Protection (CBP) with details of an aircraft arriving in the United States. Required for risk assessment at the customs office of entry. The responsible authority is the regional CBP office.

- Manifest for vessels

A document providing the U.S. Customs and Border Protection (CBP) with details of a vessel arriving in the United States. Required for risk assessment at the customs office of entry.

- Customs import declaration

Official form for the customs clearance of goods. It also contains all information required for the assessment of the dutiable value of the shipment. This document is also referred to as entry summary. Required for the customs clearance of merchandise with a value greater than 2,500 USD, or in cases where informal entry is not possible, e.g., due to quota or visa restrictions. To be completed by the importer or his agent in English.

- Commercial invoice

A document containing the details of the shipment and serving as a basis for the customs treatment of goods. Required for customs clearance. No specific form required. The invoice should be prepared in English or, alternatively, with an accurate translation into English.

- Pro Forma invoice

A document containing the details of the transaction made out prior to the proper invoicing and in addition to the Commercial Invoice. May be accepted in specific cases, e.g., if the importer is not able to produce the Commercial Invoice at the time of entry. No specific form required, but the Pro Forma Invoice must contain all details listed in Title 19 of the Code of Federal Regulations (19 C.F.R. 141.85).

- Packing list

A document containing the details of the shipment and serving as a basis for the customs treatment of goods. Required for customs clearance if appropriate; the CBP highly recommends to always include a Packing List. No specific form required. The Packing List is to be prepared by the exporter in English according to standard business practice, including details of the content of the packages, description of the goods, marks, and numbers.

- Certificate of non-preferential origin

A document certifying the non-preferential origin of the goods to be imported. Only required in case of particular kinds of goods (e.g., in case of wine imports if mandated by the exporting country such as Canada, France, Ireland, Jamaica, Mexico, Portugal, Spain or the United Kingdom). It may furthermore be required if specifically requested by the importer, by the customs authorities or by other authorities involved in import procedures. In particular, the customs authorities may demand the provision of the certificate if they have any doubt as to the origin of the goods. The certificate is to be submitted by the exporter.

- Proof of preferential origin

A document confirming the preferential origin of the goods to be imported. Only required if preferential treatment under a free trade agreement or arrangement is claimed. Goods may be eligible for preferential treatment if they have been either wholly obtained or preferential origin has been conferred by sufficient working or processing as per the product-specific rules of origin. The Proof of Preferential Origin is to be submitted by the exporter.

- Air waybill

A document containing the details of the international transportation of goods by air and proving the transport contract between the consignor and the carrier's company. Required for customs clearance. To be prepared by the carrier or his agent.

- Bill of lading

A document containing the details of the international transportation of goods by sea. It serves as proof of receipt of goods by the carrier. Furthermore, it serves as a transportation contract obliging the carrier to deliver the goods to the consignee. The Bill of Lading is a document of title to goods; thus its bearer is the owner of the goods. If goods are shipped by sea without a document of title to goods, a Sea Waybill is used instead. Required for customs clearance. To be prepared by the carrier or his agent as a clean or unclean Bill of Lading.

- Customs bond

A document proving that a bond has been posted with the customs authorities to cover any potential duties, taxes and charges that may accrue. It enables the importer to take possession of the goods before the payment of customs duties. Required for customs clearance. To be issued by the responsible surety company in the United States.

- Transportation entry

A document required if the merchandise is transported in a bonded status from the port of arrival to the intended port of entry. To be completed by the carrier or his agent in English.

Also, **depending on the nature of each product, specific requirements** are applied, as follows:<sup>30</sup>

Product Code	Specific Documents Required
61 and 62 (they share the same requisits)	<ul style="list-style-type: none"> <li>- Import licence for wildlife (only required if containing products of endangered animals or plants)</li> <li>- Import permit for protected plants and products thereof (only required if containing products of protected plants)</li> <li>- Import permit for endangered animals and products thereof (only required if containing products of endangered animals)</li> <li>- Manufacturer Identification (MID) code</li> <li>- CITES document (only required for 6102.10 if subject to CITES)</li> </ul>
64	<ul style="list-style-type: none"> <li>- Import licence for wildlife (only required if containing products of endangered animals or plants)</li> <li>- Import permit for endangered animals and products thereof (only required if containing products of endangered animals)</li> <li>- Declaration for the importation of wildlife and fish (if applicable)</li> <li>- Manufacturer Identification (MID) code</li> <li>- CITES document (only required for 6406.10, 6406.90 if subject to CITES)</li> </ul>
1503	<ul style="list-style-type: none"> <li>- Registration of food facility</li> <li>- Prior notice of food imports</li> <li>- Declaration for the importation of wildlife and fish</li> <li>- Import inspection</li> <li>- Manufacturer Identification (MID) code</li> <li>- Notification of transfrontier movement of waste (only required if hazardous waste)</li> <li>- Hazardous waste manifest (only required if hazardous waste)</li> <li>- Veterinary health certificate for animal products</li> <li>- Accompanying document for transfrontier movement of waste (only required if hazardous waste)</li> </ul>

<sup>30</sup> Own creation based on the data provided by Acces2Markets (European Commission)

	- Notice of FDA action
3924	- Manufacturer Identification (MID) code - Notice of FDA action (only required for 3924.90.05, 3924.90.56.10, 3924.90.56.50)
94033040	- Import licence for wildlife (only required if containing products of endangered animals or plants) - Import permit for protected plants and products thereof (only required if containing products of protected plants) - Import permit for endangered animals and products thereof (only required if containing products of endangered animals) - Notice of commencement of manufacture or import for new chemical substances (if applicable) - Declaration of chemicals (if applicable) - Plant and plant product declaration (Only required for 9403.30.40, 9403.40.40, 9403.50.40, 9403.60.40) - Certification of conformity for consumer products (only required if painted with lead-containing paint) - CITES document (only required for 9403.91 if subject to CITES) - Premanufacture notice for new chemical substances (if applicable)

### 9.3. COMMERCIAL OBSTACLES

Some commercial obstacles a foreign company might be submitted to when entering the US market are the following:

**The Customs Modernization Act:** The CMA (Customs Modernization Act), a component of NAFTA (North American Free Trade Agreement) mandates that importers notify the CBP (Customs and Border Protection) Agency of any characteristics of imported goods. The CBP will examine the items and assess estimated tariffs based on their worth. In general, the inspection aims to determine the worth of the goods, the accuracy of the marks and labelling, the absence of any prohibited materials, and the proper documentation of the commodities.



Additional taxes may also be imposed by the CBP on imported items sold at unusually low prices. This is referred to as countervailing and anti-dumping duties. This authority's main goal is to safeguard markets from the consequences of selling goods at a loss or for less on domestic markets just to reduce inventory or drive rival retailers out of business. Importers have the right to contest the imposed duties or ask for an administrative review. Countervailing duty-eligible goods must show that the pricing strategy does not harm the consumer market.

**The Trademark Act of 1946:** The Trademark Act of 1946 forbids the importation of goods that deceive consumers about their manufacturer, brand, or place of origin. This includes bringing in products with a trademark that is protected but not the importer's or the buyer's. Any such goods are subject to forfeiture or may be given to the importer after receiving sufficient assurance that the false markings will be removed, or the items will be destroyed.<sup>31</sup>

**Enforcing contracts:** According to the World Bank 2018 study, the US ranks 16th in contract enforcement since it can take 370 days to file and serve documents, conduct a trial and reach a decision (240 days), and then enforce the decision (100 days), as opposed to the world's best of 164 days.<sup>32</sup>

**Certificate for importing toys:** As part of the Consumer Product Safety Commission, the CPSIA (Consumer Product Safety Improvement Act) governs toys and children's products sold in the USA (CPSC). To be lawfully imported and sold in America, this organisation specifies that toys and children's products have a Children's Product Certificate, or CPC.<sup>33</sup>

**Obstacle for importing food items:** The U.S. Federal Food, Drug, and Cosmetic Act contains parts of U.S. law that require importers of food items

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<sup>31</sup>[https://thebusinessprofessor.com/en\\_US/global-international-law-relations/what-are-limitations-on-importing-goods-into-the-us-for-resale](https://thebusinessprofessor.com/en_US/global-international-law-relations/what-are-limitations-on-importing-goods-into-the-us-for-resale)

<sup>32</sup><https://www.mondaq.com/unitedstates/corporate-governance/752934/top-10-challenges-of-doing-business-in-the-us>

<sup>33</sup><https://www.unicargo.com/everything-you-need-to-know-about-importing-toys-into-the-usa/#:~:text=CPSIA%20>

intended for introduction into U.S. interstate commerce to guarantee the products' safety, hygienic conditions, and compliance with U.S. regulations. When offered for import at U.S. ports of entry, imported foods are inspected by the FDA. If shipments of products proposed for import are shown to not be in accordance with US requirements, FDA may hold the shipments. Foods manufactured in the United States must adhere to the same legal standards, whether they are imported or domestically produced.<sup>34</sup>

Apart from all these regulations and procedures that are essential for foreign companies to export to the USA, there are less formal barriers. Indeed, the US market is a very competitive one, so it is essential to offer a product that stands out by its price or originality. In addition, the entrepreneurial culture in the US is very different from that in many other countries, and foreign companies may find it difficult to adapt. The United States has a very protectionist market and policies which can create difficulties for companies wishing to join. Finally, from a more economic point of view, the numerous taxes mentioned above can work against foreign companies, but not only. Indeed, the costs of operating in the USA are very high, particularly with regard to salaries and the rental of premises. It is therefore important for foreign companies to understand the challenges and potential obstacles before seeking to enter the US market and to put in place a solid strategy to overcome these various obstacles

#### 9.4. STRATEGIES TO OVERCOME THE BARRIERS IN THE US MARKET

The U.S. market for children's toys, clothing, and furniture is highly competitive, with local players such as Walmart, Target, Toys "R" Us, Amazon, and well-known brands like Fisher-Price, Mattel, Disney, and Hasbro. In 2021,

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<sup>34</sup><https://www.fda.gov/food/food-imports-exports/importing-food-products-united-states#:~:text=Importers%20can%20import%20foods%20into,shipments%20is%20provided%20to%20FDA.>

Walmart accounted for 21.1% of U.S. toy sales, showing the dominance of local players.

The U.S. market is also steadily growing, with a population of 331 million people, including approximately 73 million children under the age of 18. U.S. toy sales reached \$25.1 billion in 2020, up 16.4% from 2019, largely due to the COVID-19 pandemic. The most popular toys in the United States are often associated with popular movie, video game, and television franchises, such as Star Wars, Avengers, Minecraft, Frozen, and Barbie.

However, foreign companies face barriers to entering the U.S. market, such as regulations, intellectual property rights, competition, high import costs, inventory management and logistics. Foreign companies also face cultural and language barriers.

**To succeed in the U.S. children's toys, clothing, and furniture market, it is important to have a clear and differentiated positioning from local players.** For example, the Danish toy brand LEGO has differentiated itself by focusing on creativity and imagination rather than movie and television franchises. Spanish children's clothing brand Zara has succeeded by focusing on fashion and trends rather than durability and low prices.

In any case, European companies need to stand out in a certain way to compete with low costs of other exports, popular in the US. Some ways are through quality, safety, SDG...

## 10. INDEX OF ECONOMIC FREEDOM

The Index of Economic Freedom is published annually by The Heritage Foundation and measures the degree of economic freedom in countries based on factors such as rule of law, government size, regulatory efficiency, and open markets. The index ranks countries on a scale of 0 to 100, where a higher score indicates greater economic freedom.

The United States' economy scores **70,6 points** in terms of economic freedom, positioning the country on the **25<sup>th</sup> place** in the 2022 Index. The United States is ranked 3<sup>rd</sup> among 32 countries in the Americas region, and its overall score is above the regional and world averages. The U.S. economy, with its moderate growth before the COVID-19 pandemic experienced a sharp decrease in 2020. Nevertheless, the increasing trend was recovered in 2021.

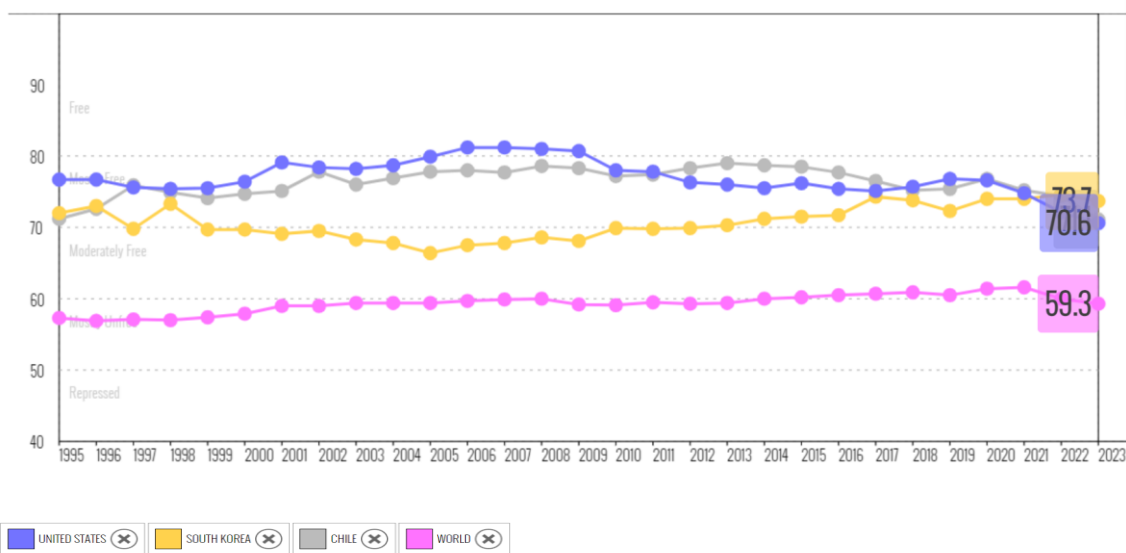
Furthermore, U.S. economic freedom could be divided into four different sub-categories. Firstly, "Rule of law" takes place. Contracts, secured interests, and private property rights are upheld and enforced. Despite the politicisation of the judge nomination process, the judiciary is reliable and independent. Public faith in the rule of law has been weakened by a worrying and growing trend of the federal government by the unaccountable administrative state empowered by presidential decrees. Then, "Government size" takes place. The top rate for business taxes is 21%, while the top rate for individuals is 37%. Over the past three years, government spending has totalled 38.9% of total output (GDP), and budget deficits have averaged 9.0% of GDP. 127.1% of GDP is the equivalent of public debt.

In terms of "Regulatory efficiency", the United States has very loose restrictions, but business freedom is considerable there. Although it varies from locality to locality, labour freedom is typically high. With big deficits continuing and public debt rising, massive government borrowing, and money printing have been increasing inflation.

Lastly, "Open markets" need to be taken into consideration. With 20 nations, the US has 14 preferential trade agreements in force (e.g., Mexico, Korea, Canada, Israel, etc.). More than 2,300 non-tariff measures are in place, and the trade-weighted average tariff rate is 2.4 percent (total tariff revenue/total value of imports). The Foreign Investment Risk Review Modernization Act, which went into effect in February 2020, expanded the Committee on Foreign Investment in the United States' authority. The banking

industry, one of the most advanced and competitive in the world, has remained robust.<sup>35</sup>

According to the Index of Economic Freedom report (2023), here are the key figures and rankings of the United States, Chile, and South Korea<sup>36</sup>.



As we can see on the chart, the US ranked as being mostly free, closely followed by Chile. Meanwhile, South Korea varies between being considered mostly free and moderately free. In any case, the three countries ranked above world average.

It's important to note that the Index of Economic Freedom is not a comprehensive measure of a country's economic health or social well-being, and it has its own limitations and critiques. For example, it may not capture the distributional effects of economic policies or the impact of external factors such as global trade or climate change. Additionally, different countries may have different priorities or interpretations of economic freedom.

Overall, the Index of Economic Freedom can provide a useful perspective on the economic policies and institutions of different countries, but it should be complemented by other indicators and assessments to gain

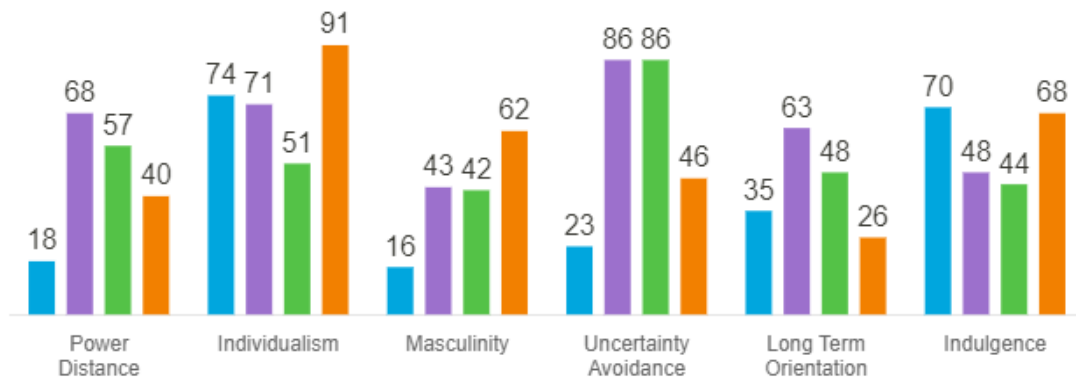
<sup>35</sup>The Heritage Foundation (2022). <https://www.heritage.org/index/country/unitedstates#government-size>  
<sup>36</sup> <https://indexdotnet.azurewebsites.net/index/visualize>

a more holistic understanding of a country's economic performance and challenges.

### 11. CULTURAL DISTANCE ANALYSIS

For the purpose of further analysis of cultural distance between Denmark, France, Spain and the United States, the "Hofstede Insights" are taken into consideration. There are six dimensions presented, as follows: "Power distance", "Individualism", "Masculinity", "Uncertainty avoidance", "Long-term orientation", "Indulgence".

The six different dimensions are shown in this graph, as each country is associated with a different colour as follows: Denmark (blue), France (purple), Spain (green) and the US are shown in orange.<sup>37</sup>



The degree to which the less powerful members of institutions and organizations within a nation assume and accept that power is allocated unequally is known as "**Power distance**". It has to do with the reality that inequality in a society is supported by both the leaders and the following. Denmark scores 18, showing itself as the most egalitarian country in this comparison, France scores 68, having the largest distance, while Spain and the USA score 57 and 40 respectively.

<sup>37</sup> <https://www.hofstede-insights.com/>

Then, **“Individualism”** takes place. The degree of interdependence a society maintains among its members is the key issue this dimension attempts to solve. Whether or not people define themselves in terms of "I" or "We" is relevant. Individualist cultures generally expect people to take care of themselves and their immediate family. People in collective societies are members of "in groups" that look out for them in return for everlasting loyalty. Denmark and France are on the individualistic side of this dimension with similar scores of 74 and 71 respectively. Spain is the most collectivistic country on the graph with 51 while the USA is one of the most individualistic societies (91).

Thirdly, **“Masculinity”** takes place. A high score (Masculine) on this dimension indicates that rivalry, success, and achievement will be the driving forces in society, with success being defined by the "winner" or "best-in-field." This value system begins in childhood and affects all aspects of a person's life, including both job and leisure activities. If the dimension has a low score (Feminine), then quality of life and compassion for others are the dominating social ideals. Living a high-quality life is a sign of success in a feminine society, and standing out from the crowd is not admired. The essential question is: What drives people—desire to excel (Masculine) or satisfaction of one's work? (Feminine). In this example, Denmark proves itself as having the lowest score in this dimension (16), France and Spain have similar scores of 43 and 42, positioning the two countries on the low side of it, while the United States scores 62, being the only country in this comparison on the higher spectrum.

Furthermore, the component of **“Uncertainty avoidance”** is concerned with how a society responds to the reality that the future is always uncertain: should people strive to influence it or should they just let it happen? This ambiguity causes uneasiness, and different societies have discovered various strategies to cope with this discomfort. The score for uncertainty avoidance reflects how much a culture's citizens feel threatened by ambiguous or unknown events and how much they have developed structures and beliefs to try to avoid them. Denmark scores 23, proving it is the least uncertainty

avoidance country, while France and Spain both are presented by a really high score of 86, while the USA is positioned slightly below the middle (46).

**"Long-term orientation"** is another dimension which has to be further clarified. This dimension shows how, despite dealing with the challenges of the present and the future, every society must keep some ties to its own past. However, cultures prioritise these two existential aims differently. Normative societies, which rank low on this metric, favour upholding time-honoured customs and norms while being hesitant of societal change. On the other hand, high-scoring cultures adopt a more practical approach: they promote thrift and efforts in modern education as a means of future preparation. Denmark is positioned on the lower side (35), together with the United States (26) (this score is supported by the U.S. point of view of measuring performance on a short-term basis e.g. P&L statements issued on a quarterly basis). Spain got a medium score of 48, while France is the most long-term oriented country in this comparison (63).

Lastly, **"Indulgence"** takes place. This dimension is described as the degree to which people attempt to control their impulses and desires. "Indulgence" refers to a tendency for a relatively poor control over one's urges, while "Restraint" refers to a relatively strong control over one's urges. France and Spain score relatively medium scores of 48 and 44 respectively, while the U.S. (68) and Denmark (70) have similar scores showing their willingness to realise impulses and desires with regard to enjoying life and having fun.<sup>38</sup>

## 12. BEST LOCATIONS FOR MARKETING<sup>39,40</sup>

Since the US territory encompasses many states, all of which might be more or less advantageous, depending on the items studied, we will be carrying out a political, economic, social, technological, legal and

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<sup>38</sup> <https://www.hofstede-insights.com/fi/product/compare-countries/>

<sup>39</sup> <https://worldpopulationreview.com/state-rankings/birth-rate-by-state>

<sup>40</sup> <https://www.usnews.com/news/best-states/rankings/economy>



environmental (PESTLE) analysis to offer a better explanation of the conditions defining the United States as a market of interest to import the goods that are the object of this research and to define the best-performed states in each category.

**Political:** The best state for financial stability is **Alaska**. South Dakota, Tennessee, Idaho, and Utah make out the top five, in that order. The top 10 Best States overall include half of the 10 states with the strongest fiscal stability.

**Economic:** Before the coronavirus interrupted it, the country had an economic expansion that lasted almost 11 years. Before the pandemic, unemployment dropped to a record 3.5%. In terms of gross domestic product, this has improved in 2021, but it might take a few years for the labour market to fully recover, and the COVID-19 pandemic has revealed significant gaps in the nation's economic equality. **Utah** is the top state for economy. It's followed by Colorado, Idaho, Washington and Massachusetts to round out the top five.

**Social:** The Centres for Disease Control and Prevention (CDC) reported that in 2018, the birth rate in the United States was at its lowest level in 32 years. According to the CDC's data, there were 2% fewer births overall in 2018 than there were in 2017. After the Great Depression, these figures were lower. The drop in the birth rate is attributed to several factors. Because more Americans are pursuing higher education and prioritising their jobs above starting families, more people are delaying marriage and having children. In addition, there are fewer teen pregnancies, more people are educated, and contraception is more readily available.

In any case, birth rate varies from state to state. The National Vital Statistics System report from the CDC lays out each state's birth rate, along with the fertility rate, total fertility rate, and fertility rate by age group of the mother. According to World Population Review (2023), the top five states which have the highest birth rates are as follows:

Utah	14.9
North Dakota	14.0
Alaska	13.7
South Dakota	13.5
Texas	13.2

The above graph gives information about “**Number of live births per 1,000 population**”. At 14.9 births per 1,000 people, **Utah** has the highest birth rate in the nation. This is probably due to Utah's sizable Mormon population, which also accounts for the state's highest average household size and lowest median age of 29.2 in the nation.<sup>41</sup>

Additionally, talking about social factors, education plays a major role in defining which states have advantage over the others. **New Jersey** is the top state for education. It's followed by Massachusetts, Florida, Washington and Colorado to round out the top five.

Lastly, social factors also include health care. Few things have as much of an impact on a state's residents' well-being as their general state of health. Access to preventative medical and dental care for both children and adults is a crucial factor in determining the best states for health care.

The best state for healthcare is **Hawaii**. Massachusetts, Connecticut, New Jersey, and California make out the top five, in that order.<sup>42</sup>

**Technological:** According to the information provided by Business Insider (2019), the following table has an aim to present the top 5 technologically innovative states in the U.S, assessed on three factors

<sup>41</sup> <https://worldpopulationreview.com/state-rankings/birth-rate-by-state>

<sup>42</sup> <https://www.usnews.com/news/best-states/rankings/economy>

(WalletHub State Innovation Index, Human Capital rank and Innovation Environment rank):

	WalletHub State Innovation Index (X/100p.)	Human Capital rank (Rank out of 51 states)	Innovation Environment rank (Rank out of 51 states)
Massachusetts	72.31	2	1
Washington	68.03	4	3
District of Columbia (Washington D.C.)	67.47	1	17
Maryland	64.06	5	7
Colorado	63.35	6	4

As it can be observed, **Massachusetts** is a leader in the ranking, followed by Washington, District of Columbia (Washington D.C.), Maryland and Colorado in that order.<sup>43</sup>

**Legal:** According to CEO Today Magazine (2022), **Delaware** is positioned as the best state in terms of legal requirements. There are more than a million businesses in Delaware. In fact, almost 66% of the Fortune 500 corporations are situated in Delaware. It's by far the most popular and best state to register a small business, LLC or big corporation. Delaware has a top-notch legal system for business. It is well known for preserving legal fairness. The state offers quick business startup filing procedures. Delaware offers appealing tax incentives. There is no VAT, no commercial transaction tax, and no capital stock transfer tax. Also, if one's company is registered in Delaware

<sup>43</sup> <https://www.businessinsider.com/most-innovative-states-in-united-states-dc-2019-3#5-colorado-6>

but has its headquarters in another state, he/she won't be required to pay state income tax. Inventory won't be subject to tax either.

Secondly, Wyoming takes place. For tax considerations, Wyoming is by far the finest state to launch a business. It imposes neither corporate nor individual income taxes. The 4% sales tax, which is the sixth lowest in the US, is also rather reasonable. The state has the most draconian asset protection rules in all of America thanks to its business-friendly judicial structure. The least amount of corporate red tape is used to accomplish this. One is permitted to handle the registration process entirely online, for instance. This is great since any businessperson can start a business in Wyoming without ever setting foot inside the state.

Thirdly, in some ways, Nevada is the finest state to launch a business in terms of taxes. The state provides extraordinary tax advantages because there are no personal income taxes, business income taxes, or franchise taxes. One is permitted to operate his/her firm in Nevada without holding annual meetings. Even without creating an operating agreement, one can proceed.<sup>44</sup>

**Environmental:** Over the past 50 years, a variety of laws have been put into place by policymakers to guarantee a secure interaction between people and their environment. The Environmental Protection Agency controls air pollution in accordance with the Clean Air Act. Like this, the Clean Water Act and Safe Drinking Water Act guarantee that public drinking water satisfies federal criteria and that states correctly dispose of pollutants at treatment facilities.

These regulations shield the population from dangerous chemicals and the accompanying health issues while also assisting in the preservation of the nation's natural resources.

**Hawaii** is the top state for natural environment. It's followed by New Hampshire, South Dakota, Minnesota, and New York to round out the top five.

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<sup>44</sup><https://www.ceotodaymagazine.com/2022/03/the-best-us-state-to-register-a-business-in-and-the-worst/#:~:text=The%20best%20states%20to%20start,laws%20and%20savvy%20court%20systems.>

After the PESTLE analysis took place, it is up to the company's preferences to decide which aspect or aspects of this model are found to be most important for the underlying exporting activities in the United States. Nevertheless, **Utah** gives indications as being a good choice, as it is ranked as the best state in terms of economic situation, it is in the top 5 most financially stable states, and it is expected to have the best score for new births for the upcoming 2023. Namely this last characteristic of the state could "tip the scales" in favour of it because the goods intended to be imported in the U.S. are toys and clothes for children.

Comparing most and best locations for marketing in the USA and Chile, it can be concluded that the opportunities on the Chilean market are limited due to several factors. Chile's territory is more than 10 times smaller than the US, which appears as the first geographical reason. Secondly, the enormous economic capabilities of the United States (GDP of 25.46 trillion USD until Q4/2022) versus Chile (508 billion USD for 2022) doesn't leave any room for comparison about the number and variety of locations within both countries. Another factor is related to the population in both countries, which in general has an influence over the number of employed people, which respectively have a direct impact on the economy (Chile - 19.5 million citizens vs. USA - 332 million citizens). The further consequences include three recommended locations for expansion in Chile (Santiago, Concepción and Valparaíso). On the other hand, concerning the US market, a PESTLE analysis is implemented which ranks the variety of locations, based on six factors as follows: Political, Economic, Social, Technological, Legal and Environmental. Then, a ranking of five best locations for each factor takes place.

### 13. E-COMMERCE

The United States is the **second largest market for eCommerce** generating revenue of 862.4 billion USD in 2021, positioning the country ahead of Japan and behind China. With its increase of 22%, the US eCommerce

market contributed to the worldwide growth rate of 18% in 2021. With a yearly growth estimation of 14% between 2021 and 2025, the United States is even expected to outperform the global average of 10%.

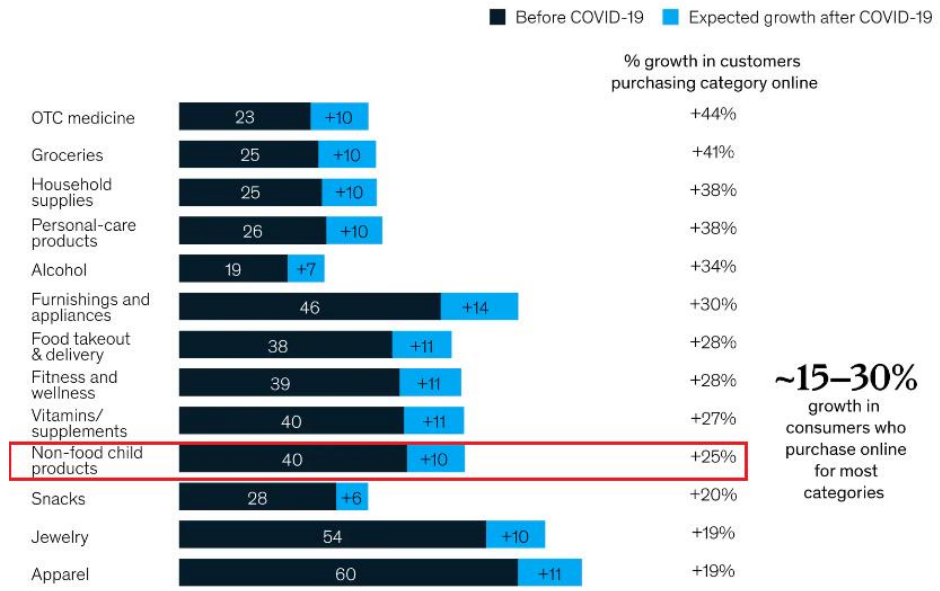
The undisputed leader in the U.S. eCommerce market is amazon.com. The multinational company generated a revenue of US\$125.8 billion in 2021. Amazon.com is followed by walmart.com and apple.com positioned as the second- and third largest stores with US\$46.4 billion and US\$26.1 billion, respectively. All in all, the top three companies represent 25% of the top 100 online stores' revenue in the United States. Additionally, one of the fastest-growing stores in the U.S. market is thewineclub.com. The store achieved online net sales of about 0,7 million USD in 2021. Its revenue growth amounted to 493% compared to the previous reference period.<sup>45</sup>

Concerning consumer behaviour in relation with online commerce, it can be said that since COVID-19 pandemic took place, certain trends in consumer behaviour appeared which are "here to stay". Firstly, more people are expected to make a portion of their **purchases online** post Covid-19 than before. The number of customers ordering "non-food child products" (such as

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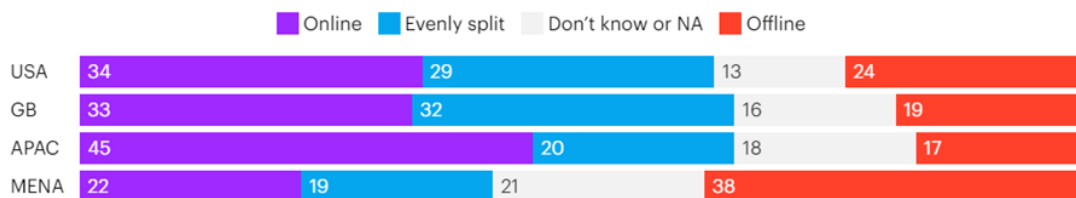
<sup>45</sup> <https://ecommercedb.com/markets/us/all>

toys, clothes, furniture, etc.) is expected to grow around 25%, as described in the following graph.<sup>46</sup>



Another point for consideration is the habits of customers (parents) regarding buying toys for their children.

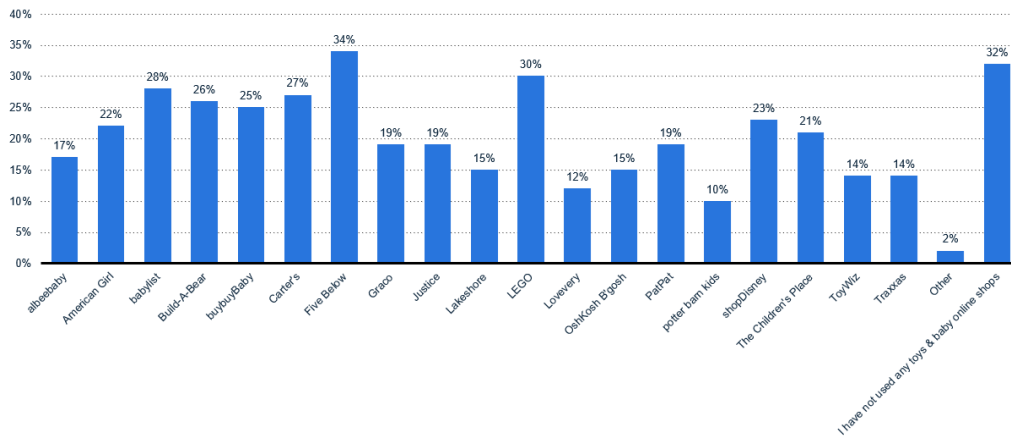
According to YouGov PLC (2022), **a third of American parents (34%) purchase toys and games exclusively online, while the proportion of those, purchasing toys and games exclusively offline is estimated around one fourth of all customers (24%),** as it can be observed on the following horizontal bar chart:<sup>47</sup>



<sup>46</sup> <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>

<sup>47</sup> <https://business.yougov.com/content/43382-online-offline-how-parents-prefer-shop-toys-games>

Furthermore, the following graph represents toys and baby online shops usage by brand:

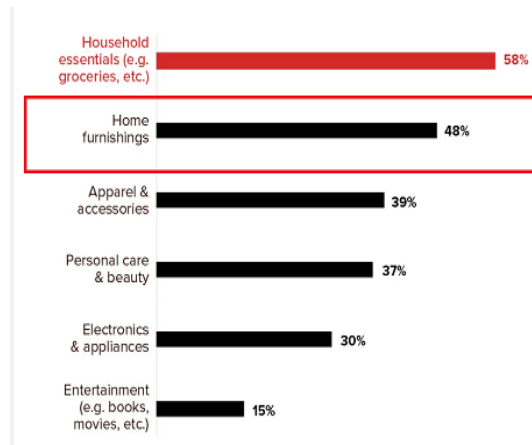


“Five Below”, “Lego” and “Baby list” mark the biggest share of online shoppers respectively with 34%, 30% and 28%. At the same time, “Pottery barn kids” performs worst (10%) and almost one third of the respondents (32%) state that they do not use any toys and baby online shops (32%), which means this share of the sample fall into the category of offline shoppers.

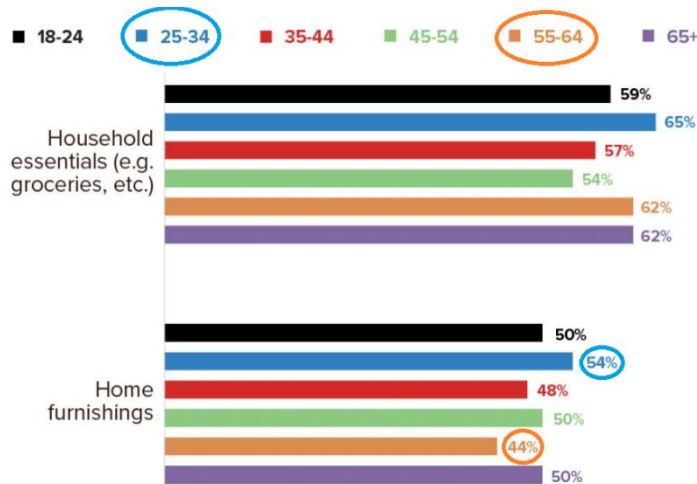
As for products such as **tableware, kitchenware and other household articles**, according to Retail Dive (2017), “Home furnishings” are positioned on the second place (48%) just behind “Household essentials” (58%) as being products which are more likely to be shopped in brick-and-mortar shops than online (See the following bar chart which shows the products US customers are more likely to shop for in brick and mortar stores, rather than online)<sup>48</sup>:

<sup>48</sup> <https://www.retaildive.com/news/why-most-shoppers-still-choose-brick-and-mortar-stores-over-e-commerce/436068/>





Furthermore, it would be beneficial to define **the age distribution of customers most and least willing to visit physical shops than ordering online**. Based on the data provided by Retail Dive (2017), consumers (25-34 y.) are most prone to buying home furnishings in-person (54%), while customers (55-64 y.) are the least attracted group to brick-and-mortar stores (44%) (See the following bar chart):

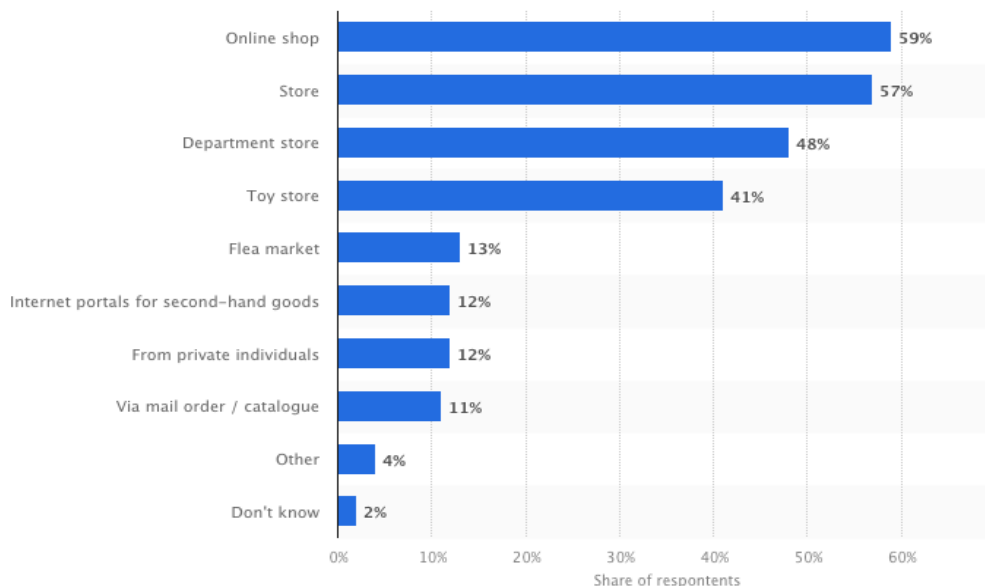


The last variable through which consumer habits could be further researched is by **gender distribution**. It turned out that this distribution of male and female customers is relatively balanced, as male customers slightly prevailed over women ones, 50% vs. 47% respectively (See the following bar chart):<sup>49</sup>

<sup>49</sup><https://www.retaildive.com/news/why-consumers-prefer-to-shop-for-nearly-all-products-online/437886/>



In any case, the category which lately marks one of the **biggest growths is online shopping**<sup>50</sup> (before covid-19 – post covid-19 comparison), which represents, more precisely, a growth of 38% as it can be seen on the following graph which represents where the majority of consumers tend to make their purchases:



The survey carried out in 2021 in the USA, among 1000 people aged 18 to 64, shows us our consumers to mainly buy the products. As we can see the majority of purchases are made on the Internet followed very closely by physical stores which obtain respectively the score of 59% and 57%. The least appreciated are purchases by mail or catalogues.

Regarding online sellers of toys and baby products, the most developed companies in this segment are Amazon, Walmart, or Target which

<sup>50</sup> Statista

realises a revenue between 1.621 million dollars and 6.297 million dollars according to the site ecommerceDB.com.

## 14. CIRCULAR ECONOMY

Sharing, renting, reusing, maintaining, repairing, and recycling already existing materials and products are all part of the circular economy's production and consumption paradigm. As a result, products' life cycles are prolonged. It implies minimising waste. Every effort is made to keep a product's components inside the economy after it has reached the end of its useful life.

According to Ellen Macarthur Foundation (2021)<sup>51</sup>, the worldwide toy market was worth over USD 90 billion in 2019, but as 80% of toys are thrown away and end up in landfills or the ocean, a significant portion of this value is lost; that is why reuse and sharing strategies are essential for the innumerable toys already in existence to avoid waste.

Regarding USA, just one aspect of circular economy, the recycling industry, generates over \$100 billion in economic activity, nearly \$13 billion in federal, state, and local tax revenue and supports over 500,000 jobs annually.<sup>52</sup> In any case, the country has promoted certain actions at a national level, focusing "on enhancing and advancing the national municipal solid waste (MSW) recycling system and identifies strategic objectives and stakeholder-led actions to create a stronger, more resilient, and cost-effective domestic MSW recycling system"<sup>53</sup>. However, these actions alone will not build an effective and solid circular economy in the country, as the US government has advanced. Therefore, with the objective to fight the waste in

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<sup>51</sup> <https://ellenmacarthurfoundation.org/articles/creating-a-circular-economy-for-toys>

<sup>52</sup> <https://thehill.com/opinion/energy-environment/551522-circular-economy-infrastructure-will-build-value-for-all-americans/>

<sup>53</sup> <https://www.epa.gov/recyclingstrategy/national-recycling-strategy>

the United States and reaching 50% of recycling<sup>5455</sup> rate by 2030, they have organised the strategy in 5 principal bullet points:

- Improve Markets for Recycling Commodities.
- Increase Collection and Improve Materials Management Infrastructure.
- Reduce Contamination in the Recycled Materials Stream.
- Enhance Policies to Support Recycling.
- Standardise Measurement and Increase Data Collection.

Not only due to the rising environmental concern in the US, but also to the economic opportunities the circular economy will bring to the Americans, measures will be introduced in the country. It is predicted that using circular economy, companies involved could obtain up to 4,5 trillion USD, as well as create 6 million jobs by 2030<sup>56</sup>. Circular economy is seen as the future model by both public institutions -as we have explained- and companies.

In the past, advocating that companies take responsibility for the sustainable management of their products was the sole domain of environmentalists. But we are now seeing multiple stakeholders, including CEOs, politicians, customers and shareholders align on the view that when brands invest in local recycling and circular economy infrastructure to protect the environment, it creates value for businesses too. In New York this January, State Sen. Toddy Kaminsky (D) introduced an EPR bill that has gained broad support, and similar legislation has been introduced or is being considered in California, Colorado, Hawaii, Maryland, New Hampshire, New York, Oregon, Vermont and Washington state.

A policy known as Extended Producer Responsibility (EPR), now being introduced at the state and federal level, would create a massive investment in local recycling and circular economy infrastructure. Through a fee paid by

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<sup>54</sup> <https://www.epa.gov/system/files/documents/2021-11/final-national-recycling-strategy.pdf>

<sup>55</sup> [https://www.epa.gov/sites/default/files/2019-11/documents/national\\_framework.pdf](https://www.epa.gov/sites/default/files/2019-11/documents/national_framework.pdf)

<sup>56</sup> <https://www.usaid.gov/energy/sure/circular-economy>

consumer goods companies, thoughtfully-constructed EPR will save billions of dollars spent annually in landfill disposal fees. It would create hundreds of thousands of local jobs and provide consumer goods companies a reliable and cost-effective alternative to their current dependence on limited raw materials, which generate enormous amounts of greenhouse gas (GHG) emissions during extraction.<sup>57</sup>

For example, according to LEGO Group 97% of its bricks are already kept or shared by their owners, with many passed on to generations of friends or family, but the company is aiming to increase this percentage, which is why the **LEGO® Replay campaign** invites owners to give their used bricks to children's organisations. One of the company's initial efforts toward a circular economy, the program is now being tested in the US.<sup>58</sup>

Many start-up companies have investigated reuse and sharing models for toys for similar reasons. "**Toy-Cycle**" has set up an e-commerce platform and consignment system in California that allows outgrown toys to be sent straight to the business to be sorted and resold.

Toys need to be repairable when they get damaged for reuse and sharing to work best, this is why manufacturer of 3D printing technology "Dagoma" has created "**Toy Rescue**", which offers replacement components for damaged toys. "Dagoma" has compiled a collection of 3D-printable files for the most frequently lost or damaged components from the most well-liked toys from the previous 40 years. It includes innumerable different pieces that may be printed using a material suitable for the original toy, such as doll arms, dinosaur tails, vehicle wheels, and so on.

Mystery, or blind-box, toys have taken over the toy market in recent years. In 2020, "**MGA Entertainment's**" notorious **LOL toy line** is predicted to bring in USD 500 million for the company. The element of surprise may "spark excitement," but these toys are not made to be aesthetically pleasing or

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<sup>57</sup> <https://thehill.com/opinion/energy-environment/551522-circular-economy-infrastructure-will-build-value-for-all-americans/>

<sup>58</sup> <https://ellenmacarthurfoundation.org/articles/creating-a-circular-economy-for-toys>

physically durable over an extended period of time, as the industry has been criticised for producing excessive amounts of plastic waste. In order to ensure that both its toys and packaging are recycled, "MGA Entertainment" is looking into new material options and has partnered with recycling firm "Terracycle".

Other companies are looking into the mystery toy concept to prevent plastic waste altogether. This includes the UK-based companies "Eco-Tots" and "Baba Me", both of which offer wooden toy-filled mystery toy boxes.

To enable a youngster to construct their own toy, the Chinese toy company "**Bamloff**" has developed modular wooden robots called "WooBots" that may be assembled in a variety of ways. Like this, Copenhagen-based "Modutoy" has created modular plastic toy blocks with the goal of creating a toy experience that "encourages kids to play actively utilising their whole body" and "fulfils the urge to create and be innovative."

These initiatives are crucial to preventing the disposal of recyclable materials in the environment or in landfills. Together, they represent important steps toward a circular economy where toys are produced from renewable or recycled materials and are used more frequently. These can be productively used again and again, thereby creating further value.<sup>5960</sup>

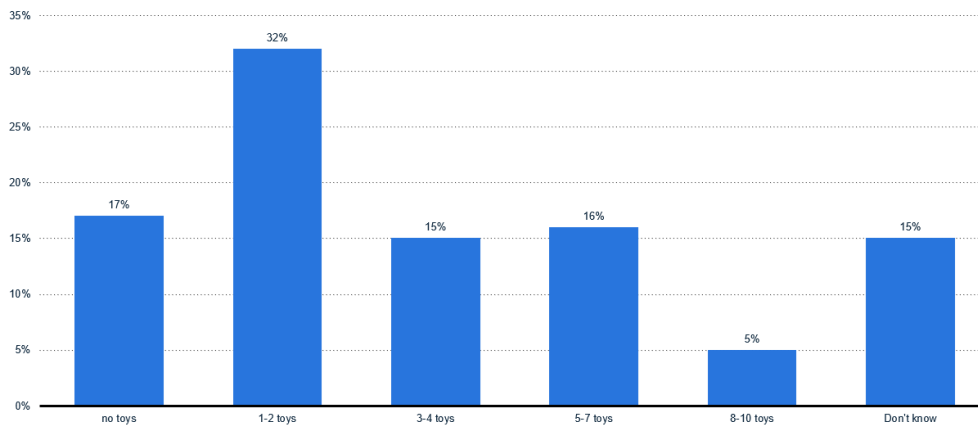
As for the current situation in the U.S., the next chart shows the proportion of second-hand toys purchased.<sup>61</sup>

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<sup>59</sup> <https://ellenmacarthurfoundation.org/articles/creating-a-circular-economy-for-toys>

<sup>60</sup> <https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits>  
<https://ellenmacarthurfoundation.org/articles/the-trends-and-trailblazers-creating-a-circular-economy-for-fashion>

<sup>61</sup> Statista Global Consumer Survey "Insights Special Toys & Games- United States of America"



The graph analyses how many of the last 10 toys children received were bought second hand. Almost a half of the research sample states their children possessed between 1 and 4 toys which were already used before the purchase (47%). Additionally, one fifth states their children have between 5 and 10 toys (21%), while only 17% of the parents answer by not buying any used toys for their children.

Based on these figures, the future trend for parents would be to continue to adopt the concept of buying used toys for their children.

However, this is not only a trend in the toy market, but also in other important sectors such as apparel. Since fast fashion business model is unsustainable regarding the fact that in the last two decades clothes utilisation has shrunk by more than a third whilst clothes' purchasing has never stopped increasing<sup>62</sup>. Big impact has been revealed lately, also in communities where clothes are manufactured as well as the places where all wastes prevent of this market end (e.g. Desierto de Atacama, Chile), therefore some changes are to be implemented in the following years throughout the apparel industry:

- Promotion of second-hand clothes and renting different outfits, in order to reduce waste.

<sup>62</sup><https://www.weforum.org/agenda/2022/01/5-ways-the-circular-economy-will-transform-your-fashion-habits/>

- Reduction of oversupply in the market.
- Repairing services will be implemented (broken zippers, torn clothes...)
- Recycled materials will be used so as to produce new clothes.
- Clothes already sold in previous seasons will be re-designed.

Moreover, another trend which could be further researched is if the U.S. customers perceive second hand apparel as being part of the circular economy concept. Leading companies in the fast fashion resale and rental business include "US ThredUP". With the ability for users to sell their own items on their website, ThredUP has grown to become the biggest marketplace for used clothing in the world. Every day, over 100,000 products from 35,000 brands are resold, and by 2020, they expect to rank among the top clothing wholesalers in North America.

With more than 1,200 U.S. stores and over 30 million loyalty members, Ulta Beauty is one of the top mainstream retailers for cosmetics, skincare and haircare products. And in 2021, Ulta shoppers got a chance to try some of their favorites in reusable packaging, thanks to the retailer's partnership with Loop.

Outdoor gear label The North Face was early to the circular economy party, having launched its re-commerce platform in 2018. The North Face Renewed collection includes refurbished clothing that is available for sale at steep discounts compared to buying new. The California-based brand claims to have already diverted more than 200,000 pounds of used clothing from landfills — and this year it expanded the Renewed program to include an in-house design residency. Another example is promoted by the company Thousand Fell (with headquarters in NY), an environmentally conscious manufacturer with shoes made from sustainable materials such as coconut husk and sugar cane, and even recycled plastic bottles. We also have Adidas which offers a range of footwear (UltraBoost DNA Loop) made from only

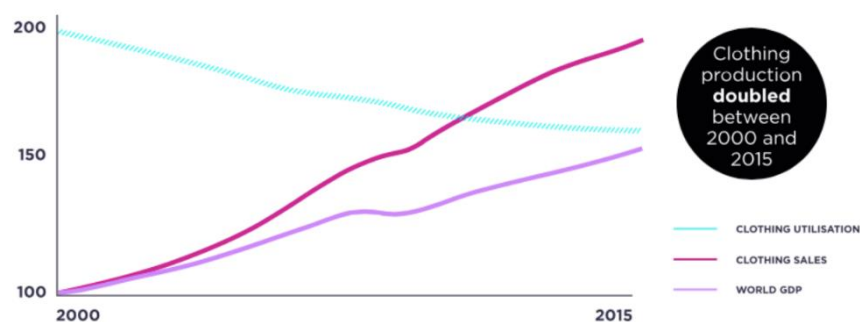


thermoplastic polyurethane (TPU) with no glue is used in its manufacture, instead using high temperatures.<sup>63</sup>

Other smaller disruptive businesses are also making additional efforts to promote the circulation and recycling of clothing. With a subscription-based business strategy, **Vigga sends out shipments of professionally laundered organic cotton baby clothing at regular intervals in the appropriate size to meet infants' rapid growth.** "Vigga" (Denmark) dramatically enhances the frequency of wearing a single item of clothing by doing this.

Nevertheless, the biggest challenge here (and in other sectors) is to convert consumer habits into others more responsible with the environment, related to the circular economy and sincerely aiming to change the current production chain (linear) into a new circular one.

Finally, the following graph shows the growth of clothing sales and decline in clothing utilisation since 2000, which also demonstrates a contradiction with the growing interest population has been showing towards reusing and sustainability.<sup>64</sup>



Regarding furniture, it is interesting to point out IKEA's initiative to start a buy-back scheme for customers that gives vouchers in exchange for the return of unwanted furniture and other items<sup>65</sup>.

<sup>63</sup> [Circular economy examples - how IKEA, Burger King, Adidas and more are investing in a circular economy | World Economic Forum \(weforum.org\)](https://www.weforum.org/agenda/2017/05/circular-economy-examples-how-ikea-burger-king-adidas-and-more-are-investing-in-a-circular-economy/)

<sup>64</sup> Ellen MacArthur Foundation "Growth of clothing sales and decline in clothing utilisation since 2000"

<sup>65</sup> [Circular economy examples - how IKEA, Burger King, Adidas and more are investing in a circular economy | World Economic Forum \(weforum.org\)](https://www.weforum.org/agenda/2017/05/circular-economy-examples-how-ikea-burger-king-adidas-and-more-are-investing-in-a-circular-economy/)

## RELATIVE INTERNATIONAL POSITION

It is difficult to make an accurate comparison between the circular economy in the US and the rest of the world, as there are no standardised measures or universally accepted definitions of circular economy. However, it can be said that the US has a highly developed and diversified economy and as a result the country has policies and programmes in place to promote a circular economy, such as waste reduction, reuse and recycling, as well as promoting energy efficiency and the use of renewable energy. If we compare the circular economy of the US with that of Korea, which is considered one of the leading countries in this field, we realize that economic and social inequalities, sustainable resource management and waste management are issues that the country has not yet addressed. The difference in development between the two countries can be explained by several factors such as the size of the country, but also the political priorities.

## 15. SUSTAINABILITY

With new toys and designs released every day, the toy industry is a constantly growing sector of the economy. The use of new materials is being investigated with this new production. For instance, LEGO has started producing bricks from sugarcane plastic, a sustainable, biodegradable material that has no long-term effects on the environment. **By 2030, LEGO plans to use sugarcane in the production of all its goods.** While plastic made from sugarcane is becoming more and more popular, other businesses are innovating even further. Another company that is also implementing more sustainable solutions in the toys sector is Green Toys since all their products are made in the USA with recycled materials.

In place of the conventional assembly line, many toy businesses are switching to 3D printing, which is growing in recognition and accessibility.

With the creation of revolutionary bioplastics manufactured from sugar beets, potato starch, and cornflower, 3D printing also enables new material investigation.<sup>66</sup>

These days, smaller niche manufacturers fulfilling orders for premium independent toy retailers are not the only ones in the United States producing sustainable toys. Sustainable product manufacturing has become less expensive, and customer awareness has significantly increased. Environmental issues and global warming have taken centre stage for American consumers.

**Nearly two-thirds (64%) of Americans are prepared to pay more for sustainable products, and 78% of individuals are more likely to purchase a product that is explicitly marked as environmentally friendly,** according to GreenPrint Corporation's 2021 Business of Sustainability Index survey. Most individuals, however—45% of Americans—say they require a third-party source for validation when businesses claim to be environmentally friendly.<sup>67</sup>

Furthermore, contributing to a diverse outlook of the opportunities on the U.S. market, the market of **second-hand clothes takes place.**

According to the World Economic Forum (2019), over the period (2016-2019), the US market for used apparel has expanded 21 times quicker than that of new goods at retail. **It was valued at around \$24 billion in 2019, and by the middle of the current decade (2025), that value is anticipated to rise to \$51 billion.** Comparing the trend of people attracted to second hand clothes during three different decades (2008, 2018 and 2028) several conclusions could be drawn.

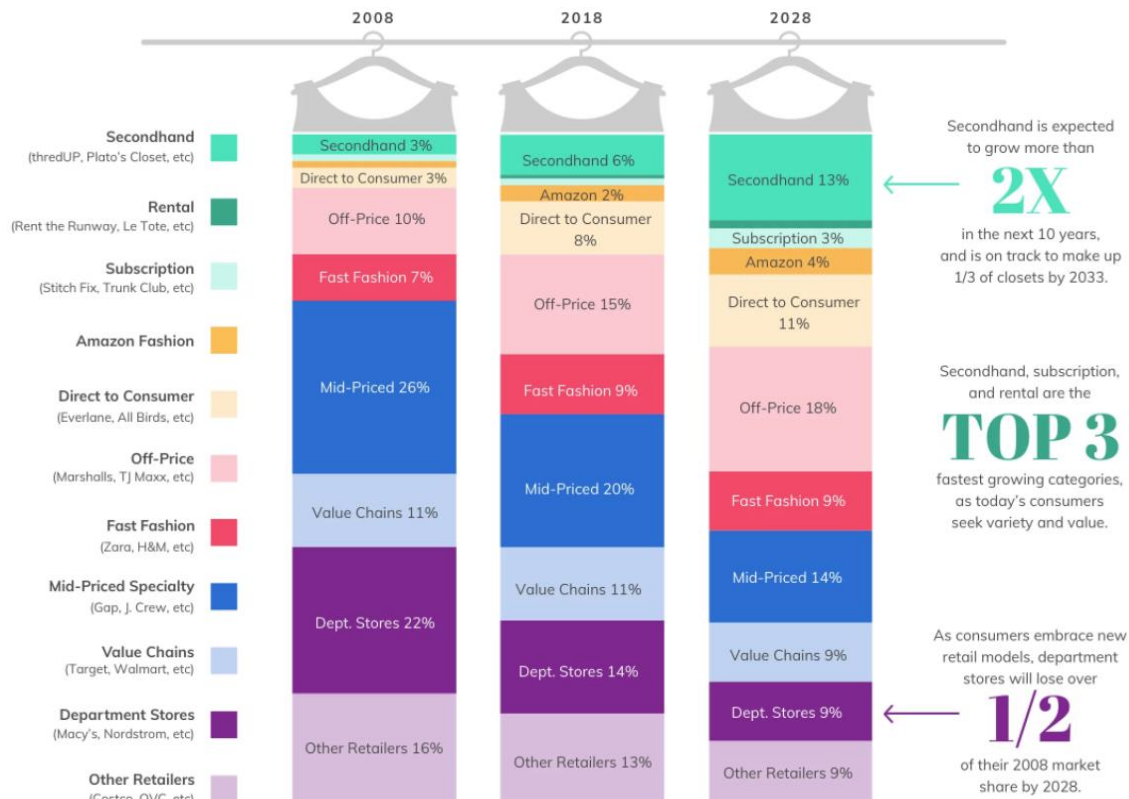
In 2008, second-hand apparel marked barely 3% market share, while in 2018 this number has doubled to 6%. The ongoing trend is still in place, as the projected figures for the upcoming 2028 are 13% and second-hand is on track to make up  $\frac{1}{3}$  of closets by 2033. Additionally, second-hand, subscription and

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<sup>66</sup> <https://www.unsustainablemagazine.com/innovation-in-sustainable-toys/>

<sup>67</sup> <https://www.spielwarenmesse.de/en/mag/sustainability/toys-and-sustainability-in-the-u.s>

rental are top 3 fastest growing categories, as today's consumers seek more flexibility and diversity on the market (See the following graph):<sup>68</sup>



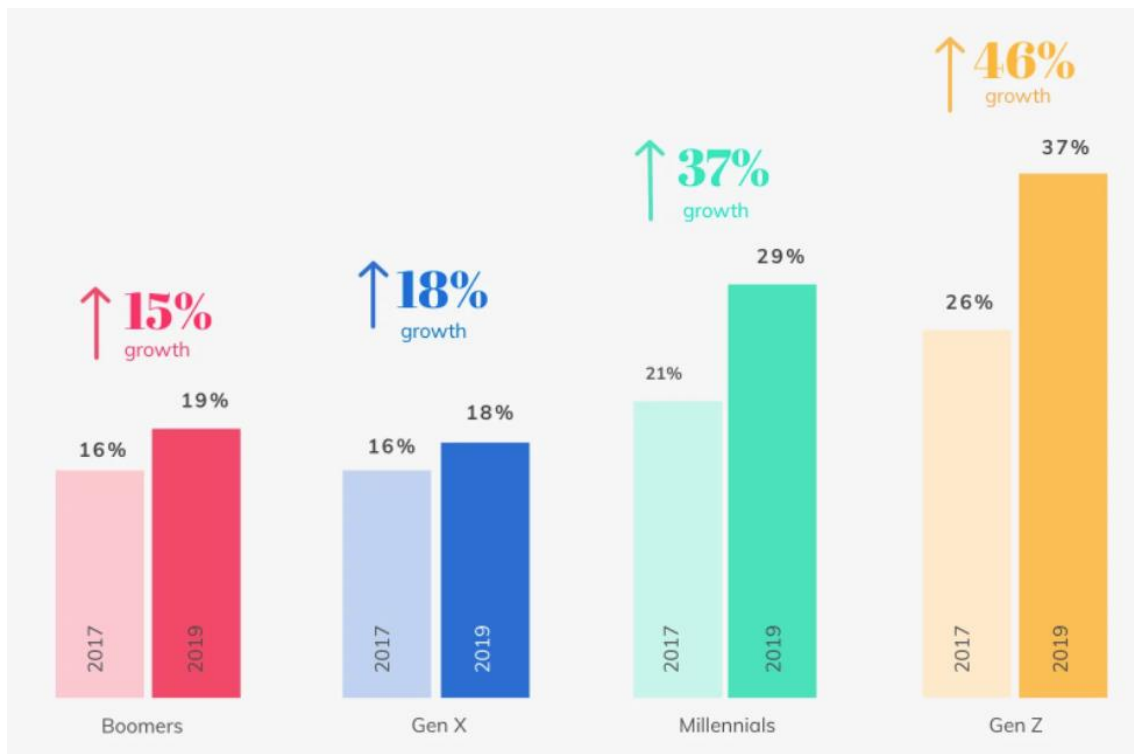
According to Neil Sunders (2019), a constant percentage of consumers in the sector are purchasing used goods at all price points. 26% of shoppers who shop at luxury retailers also purchase used goods. It is 25% in the mid-market and 22% at the cheap end. These findings contribute to rooting out the stereotype of second-hand apparel being only sold at the cheap end.

**Boomers (1946-1964) and millennials (1981-1996) are the two age groups most likely to buy used goods, with 33% and 31% of them doing so, respectively.** At the same time, Gen Z (1997-2012) marks 16%, while Gen X (1965-1980), the generation trapped between the two, falls far behind at 20%.

A further point of interest could be to see which **age group is most prone to adopt the concept of second-hand clothes** in the foreseeable future. During the period (2017-2019) the age group of Gen Z generated

<sup>68</sup> <https://www.weforum.org/agenda/2019/04/united-states-loves-secondhand-clothes/>

biggest growth of 46% of consumers buying second-hand apparel, accessories, footwear (from 26% to 37%), while the poorest performer are Boomers - only 15% growth, from 16% to 19% of total consumers (See the bar chart). The following chart represents the % of each age group that bought second hand apparel, footwear, or accessories in 2017 and 2019 and shows how adults aged 18-37 are adopting second hand 2,5x faster than other age groups.<sup>69</sup>



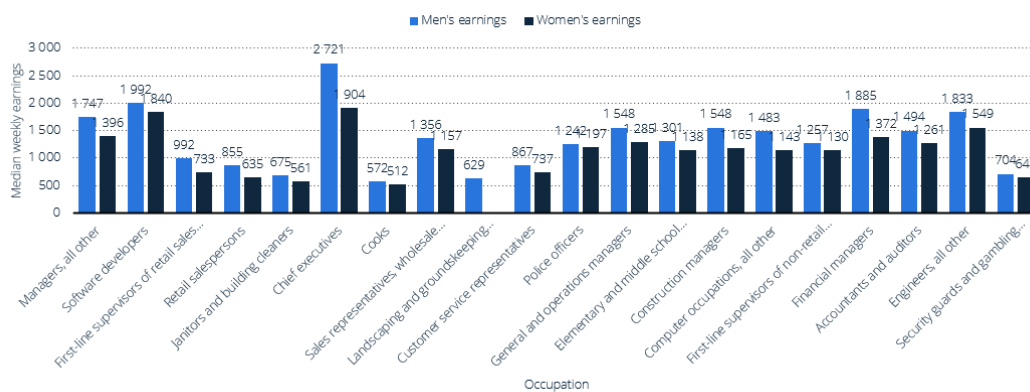
USA dominated the eco-friendly furniture market growth in 2022, with a share of 43.4%. This means consumers are becoming increasingly environmentally aware and it is the largest market in the sector. In any case, sustainable furniture is expected to grow at a CAGR of 5% until 2028, even though it is still an emerging concept. It largely includes furniture made from eco-friendly or recycled materials that are sustainably sourced. Some of the prevalent raw materials used for green furniture include recycled textiles, oak, birch, hemp, wood, and bamboo.

<sup>69</sup> <https://www.weforum.org/agenda/2019/04/united-states-loves-secondhand-clothes/>

## 16. GENDER

Gender perspective is a matter that has gained more importance in the late years, including in the United States. Social movements, especially feminism, have exposed certain problems women have to go through in their life because of their gender.

One of them is the wage gap. In the United States, there are still women that earn less for performing the same job as a man. This data<sup>70</sup> is shown in the following graph which represents the gender wage gap for the 20 most common occupations for men in the United States in 2021, by median weekly earnings (in U.S. dollars).

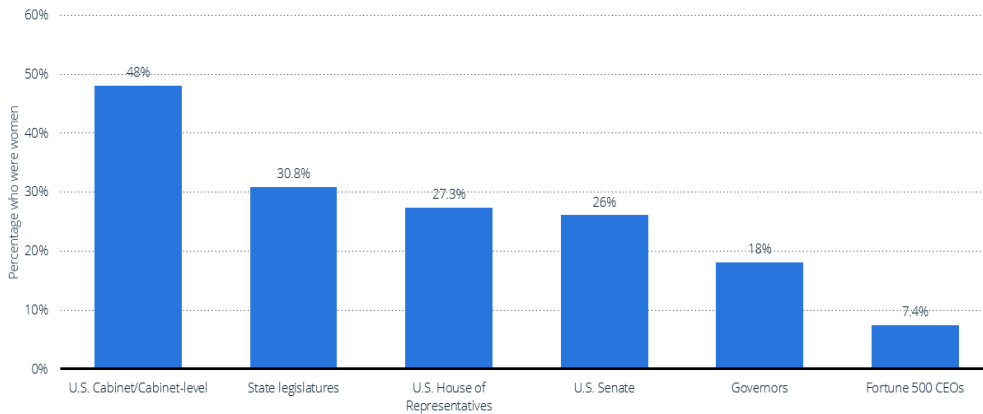


Also, leadership roles<sup>71</sup> where power is held by women are not halving the total amount, and there are only a few in categories like *Fortune 500-CEO*. The following chart shows the percentage of top U.S. leadership roles held by women in 2021 by role.<sup>72</sup>

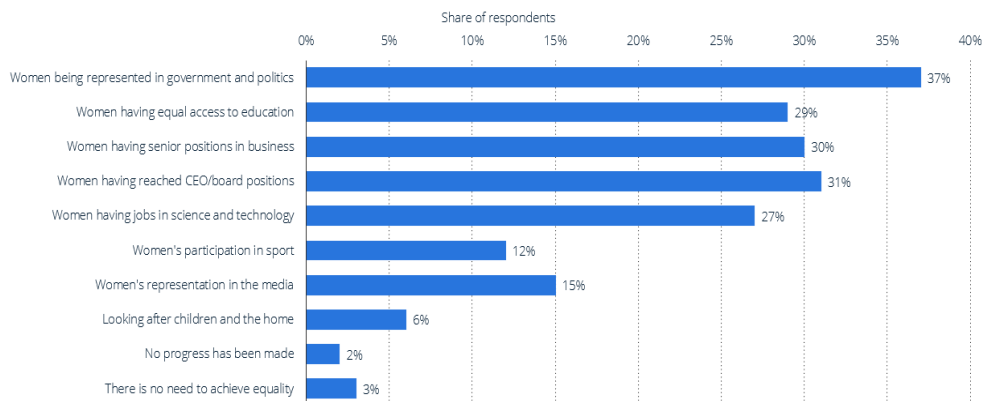
<sup>70</sup> Statista: Bureau of labour. US.

<sup>71</sup> Statista: Pew Research Center

<sup>72</sup> [Share of female leaders in the United States, by position 2021 | Statista](#)



Whilst this chart demonstrates the leading areas of progress in achieving gender equality over the past 25 years in the United States in 2019<sup>73</sup>:



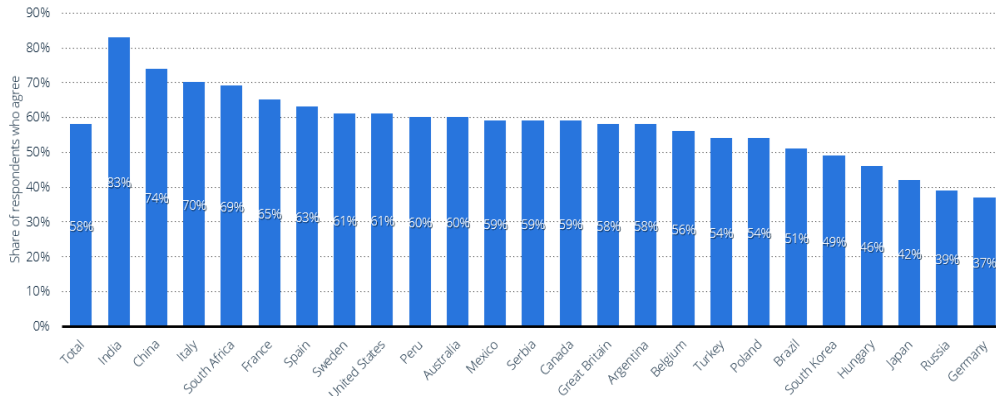
Nonetheless, in 2017 only 61% of people in the United States considered themselves to be a feminist<sup>74</sup>, even though the fact that it was the 48th country in the world in terms of gender equality in 2021<sup>75</sup>, scoring lower than Serbia, Montenegro, or Kazakhstan. The following chart studies the answer to the question “would you define yourself as a feminist - someone who advocates and supports equal opportunities for women?”<sup>76</sup>

<sup>73</sup> Statista: Ipsos

<sup>74</sup> Statista: Ipsos

<sup>75</sup> Statista; UNDP

<sup>76</sup> [Identifying as a feminist 2017 | Statista](#)



### 16.1. APPLICABLE TO THE OBJECT OF STUDY

According to the National Association for the Education of Young Children (NAEYC), toys for boys were more closely associated with violence or aggression (wrestlers, soldiers, guns, etc.), while toys for girls were more closely associated with beauty (Barbie dolls and accessories, ballerina costumes, makeup, jewellery, etc.). Based on these evaluations, the team then categorised the toys into six groups: (1) strongly feminine, (2) moderately feminine, (3) neutral, (5) fairly masculine, and (6) strongly masculine. Then, toys were assessed based on their qualities, such as being easily manipulated, exciting, instructive, aggressive, artistic, etc.

It was discovered that although boys' toys were regarded as violent, competitive, thrilling, and somewhat dangerous, girls' toys were associated with physical attractiveness, nurturing, and domestic skill. Most of the toys that were assessed as being the most likely to be instructive and to help kids develop their physical, cognitive, creative, and other talents were either neutral or fairly masculine in nature. The team came up to the conclusion that strongly gender-typed toys appear to be less supportive of optimal development than neutral or moderately gender-typed toys.<sup>77</sup>

<sup>77</sup> <https://www.naeyc.org/resources/topics/play/gender-typed-toys>



Gender stereotypes are having a significant impact on the U.S. market for children's toys, clothing, and furniture. According to a study by the University of California, Davis, children begin to conform to gender stereotypes as early as age two. This shows how important it is for brands to offer products that are not limited to traditional gender stereotypes. Fortunately, there is a shift in American consumer attitudes toward gender stereotypes. According to a study conducted by the marketing agency Moosylvania, 60% of American mothers prefer to buy products without gender stereotypes for their children.

Advertisers play a crucial role in promoting children's products. According to a Federal Trade Commission (FTC) report, U.S. children are exposed to approximately 13 advertisements a day, so advertisers must use targeted marketing techniques to effectively reach their audience. In addition, according to a Nielsen study, U.S. consumers are more likely to purchase products from brands that reflect their personal values. Therefore, advertisers can target the values of their audience to promote their products effectively.

The public sector does not directly support advertisers, but there are government regulations that aim to protect children from misleading or inappropriate advertising. For example, the U.S. Federal Children's Advertising Act requires that advertisements directed to children be truthful and not misleading, and that they not be intended to exploit children's gullibility or vulnerability.

When it comes to children's clothing, U.S. parents spend an average of \$341 per child each year, according to a study conducted by Mintel. Advertisers can use this information to target parents with customised promotions and ads for children's clothing. In addition, there are also awareness campaigns to encourage more gender-diverse representation in children's clothing and footwear ads.

## 17. SDG

The Sustainable Development Goals (SDGs) are a set of seventeen global goals adopted by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development. The SDGs are meant to serve as a universal call to action to end poverty, protect the planet, and ensure peace and prosperity for all people by 2030.<sup>78</sup>



In the case of the US, the country ranks 41 out of 163 countries in the overall SDG index rank, positioning itself at a good position, but below under countries, including South Korea.

As we can see, for all the goals a certain level of challenge remains. In case of SDG such as partnerships for the goals and responsible consumption, there is still a major challenge in the US; in cases such as gender equality and good health and wellbeing there is still a significant challenge, and in cases like quality education, industry, innovation and infrastructure the challenge has gotten better, but still remains. The only goals on track to maintain their achievement are related to clean water and sanitation and industry, innovation and infrastructure, whilst goals such as life on land are stagnating. It is also important to point out that the goals related to responsible consumption and production, as well as reduced inequalities, aspects important to these products, are decreasing.

<sup>78</sup> <https://dashboards.sdgindex.org/profiles/united-states/indicators>


Other factors that seem to indicate a poor implication of the government concerning the SDG are facts such as that there has never been an official statement issued from the government endorsing the implementation of the SDG, the government has never completed a voluntary national review and the SDG are not mentioned in the latest central nor federal budget plan, nor being integrated into sectorial action plans.

Looking at the Sustainable Development Goals (SDG's), the toy sector can benefit from working towards the implementation of five SDGs further described in this section




Firstly, "Industry, innovation and infrastructure" takes place. Based on the already mentioned information, the most visible innovation in the manufacturing of toys is the shift from using plastic materials to more durable alternatives, also contributing to a shift in consumers' perception about the industry.


Secondly, "Responsible consumption and production" takes place, as this goal is tightly related to the initial idea of applying a circular economy model, which reduces waste pollution.

Then, the next three SDGs appear to work simultaneously and namely: "Climate action", "Life below water", "Life on land" (See the table below):<sup>79</sup>

<p>According to the UN, infrastructure investments are essential to ensuring sustainable development and empowering communities in many nations. This includes investments in transportation, irrigation, electricity, and information and communication technologies. Infrastructure investment is known to be necessary for productivity and income growth, as well as for gains in health</p>	
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<sup>79</sup> <https://sdg-tracker.org/>

<p>and educational results.</p>	
<p>· According to the UN, sustainable consumption and production aim to improve everyone's quality of life by encouraging resource and energy efficiency, sustainable infrastructure, access to essential services, and green, well-paying jobs. By reducing future economic, environmental, and social costs, boosting economic competitiveness, and reducing poverty, its implementation aids in the achievement of overall development strategies.</p> <p>· According to the UN, countries may now leapfrog to cleaner, more resilient economies due to scalable, affordable technologies. As more people switch to renewable energy sources and a number of other actions that will lower emissions and step-up adaptation efforts, the rate of change is accelerating.</p>	 
<p>· The UN clarifies: "The climate, circulation, chemistry, and ecosystems of our oceans all contribute significantly to the liveability of the planet. The sea is ultimately responsible for providing and regulating all of human needs, including rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe. Oceans and seas have played a crucial role in trade and transportation throughout history. A sustainable future must include careful management of this</p>	

<p>vital global resource."</p>	
<ul style="list-style-type: none"> <li>• According to the UN, forests, which make up 30% of the planet's surface, are essential for fighting climate change, preserving biodiversity, and preserving the homes of the indigenous population in addition to offering shelter and food security. The annual loss of forests is 13 million hectares, and the ongoing deterioration of drylands has resulted in the desertification of 3.6 billion hectares.</li> </ul>	

Some actions related to SDGs companies of all sectors could undertake are:

- **Regarding industry, innovation and infrastructure.** US society would benefit from the investment made in I+D related to infrastructures and industry in all sectors. It could also make businesses more rentable to companies.
- **Regarding responsible consumption and production.** In order to reduce the amount of waste produced by its economic activity, companies of all sectors would need to analyse and consider their supply, production and distribution chains. Some redesign there could make a big impact in their environment and would evaluate positively by the American society. Sector by sector, we can see:
  - Toys. Using recycled plastics when avoiding its use is impossible.

- Apparel and footwear. Water utilisation in the production chain is one key factor in the industry.
  - Food. Many people will prefer food produced with km zero products.
  - Books. Recycled paper could be used, giving another life to old books.
- **Regarding climate action.** Often, plastic, a very contaminant and non-biodegradable material, is utilised to manufacture toys. Therefore, implementing reutilising, recycling and circular economy measures will help companies to deal with climate change. Apparel also has a big impact on the planet due to the fast fashion model and the amount of waste that it is made, and measures can be taken in order to minimise this impact. For other sectors like books, using recycled paper would position companies as committed with facing climate change.

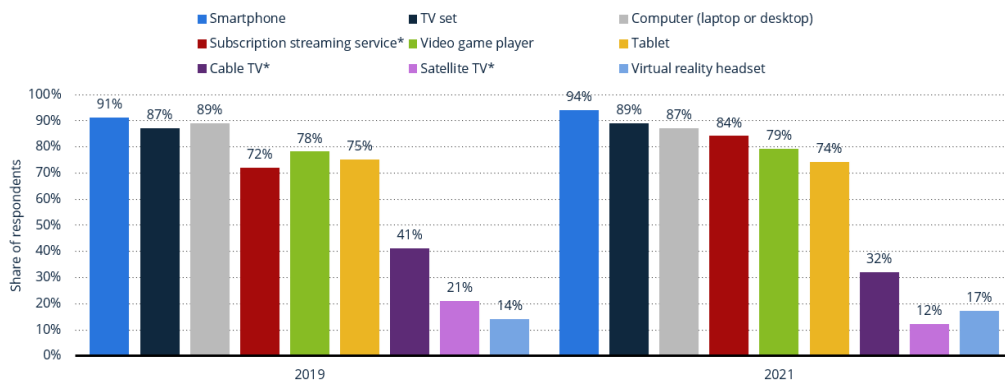
## 18. DIGITISATION

There is a great chance for children to get to the information of the latest toys, ads, and offerings by themselves without necessarily visiting physical stores with their parents. The following chart represents the share of children with an electronic device in their home in the United States in 2019 and 2021, by type of device.

The next graph shows the share of children with an electronic device in their home in the US, in 2019 and 2021, by type.<sup>80</sup>

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<sup>80</sup> Statista: obtained from Common Sense Media



Looking at the graph, a trend can be outlined that during the period (2019-2021) children possessed three electronic devices to a greatest extent, namely: Smartphone (91%), TV set (87%) and Computer (laptop or desktop) (89%) in 2019. The ongoing trend is mainly seen in the increase of children possessing smartphones (+3% growth) and TV sets (+2% growth). The children population could be easily reached through TV ads all the time and also to reach certain ads of products by themselves while surfing the web.

As more kids are exposed to digital technology at an earlier age and want interactive and engaging experiences from their toys, digitization has grown more prevalent in the toy industry. Interactive stuffed animals that can answer voice instructions, educational games that use augmented reality to boost learning, and smartphone apps that let kids play with virtual replicas of their favourite toys are some examples of popular digitised toys.

Additionally, a few innovative companies will take place, accompanied by particular products, incorporating digitization, as follows:

**LEGO** has released a lot of toy lines that use technology, including **LEGO Boost** and **LEGO Mindstorms**. Children may create and program their own robots using these toys, and they can even use a smartphone or tablet to operate them.<sup>81,82</sup>

<sup>81</sup> <https://www.lego.com/en-es/themes/boost>

<sup>82</sup> <https://www.lego.com/es-es/themes/mindstorms/buildarobot>

**LEGO Boost**

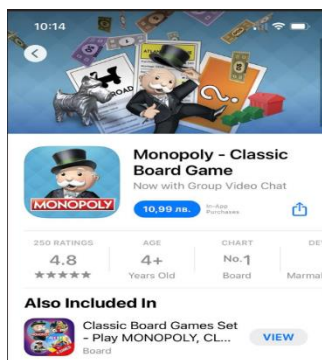


**Lego Mindstorms**



**Monopoly** and **Scrabble (Hasbro)** have been transformed into digital versions by Hasbro that can be played on a tablet or smartphone.<sup>8384</sup>

**Monopoly**



**Scrabble**



A toy firm called **WowWee** specialises in making interactive robotic toys like **MiP** and **Fingerlings**. These toys have cutting-edge sensors and artificial intelligence technology, and they can be controlled via a smartphone app.<sup>8586</sup>

<sup>83</sup> <https://apps.apple.com/es/app/monopoly-classic-board-game/id1477966166>

<sup>84</sup> <https://apps.apple.com/es/app/scrabble-go-new-word-game/id1215933788>

<sup>85</sup> <https://wowwee.com/mip/>

<sup>86</sup> <https://www.fingerlings.com/>



MIP

Winner of the TOTY 2015 Innovative Toy of the Year, MIP packs a ton of gameplay into a tiny package. In addition to 7 built-in play modes, download the free iOS or Android™ MIP app to unleash even more!

LEARN MORE



A few digital toys have been released by **Mattel**, including the **Hot Wheels Smart Track Kit** that employs augmented reality to let kids race their cars on a virtual track.<sup>87</sup>



**Hatchimals** and **Zoomer** are two computerised toys made by **Spin Master** that have interactive features and can be controlled via a smartphone app.<sup>88,89</sup>

<sup>87</sup>[https://www.amazon.es/Mattel-Wheels-Pista-iniciaci%C3%B3n-GFP20/dp/B07MX1XZLT/ref=asc\\_df\\_B07MX1XZLT/?tag=googshopes-21&linkCode=df0&hvadid=301465937918&hvpos=&hvnetw=g&hvrnd=14587464037076084156&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-787299749439&psc=1](https://www.amazon.es/Mattel-Wheels-Pista-iniciaci%C3%B3n-GFP20/dp/B07MX1XZLT/ref=asc_df_B07MX1XZLT/?tag=googshopes-21&linkCode=df0&hvadid=301465937918&hvpos=&hvnetw=g&hvrnd=14587464037076084156&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-787299749439&psc=1)

<sup>88</sup>[https://www.amazon.es/Hatchimals-Master-Surprise-Versi%C3%B3n-importada/dp/B06X6BS21T/ref=asc\\_df\\_B06X6BS21T/?tag=googshopes-21&linkCode=df0&hvadid=199231207157&hvpos=&hvnetw=g&hvrnd=12078754269306067818&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-374215326679&psc=1](https://www.amazon.es/Hatchimals-Master-Surprise-Versi%C3%B3n-importada/dp/B06X6BS21T/ref=asc_df_B06X6BS21T/?tag=googshopes-21&linkCode=df0&hvadid=199231207157&hvpos=&hvnetw=g&hvrnd=12078754269306067818&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-374215326679&psc=1)

<sup>89</sup>[https://www.amazon.es/Inteligente-Programables-Inteligentes-Interactivos-Electronicas/dp/B07WR7D376/ref=asc\\_df\\_B07WR7D376/?tag=googshopes-21&linkCode=df0&hvadid=300921219972&hvpos=&hvnetw=g&hvrnd=8028707227355868938&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-815605472045&psc=1](https://www.amazon.es/Inteligente-Programables-Inteligentes-Interactivos-Electronicas/dp/B07WR7D376/ref=asc_df_B07WR7D376/?tag=googshopes-21&linkCode=df0&hvadid=300921219972&hvpos=&hvnetw=g&hvrnd=8028707227355868938&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-815605472045&psc=1)

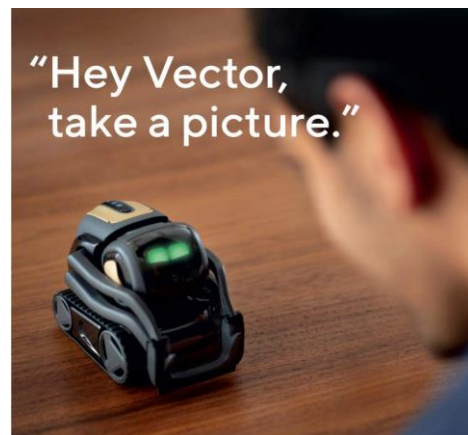


Robotic playthings like **Cozmo** and **Vector** are made by the toy manufacturer **Anki**. These toys have cutting-edge sensors and artificial intelligence technology, and they can be controlled via a smartphone app.<sup>9091</sup>

## Cozmo



## Vector



A toy company called **VTech** makes a range of digital learning devices for kids, including tablets, cameras, and smartwatches. The educational games and activities included in these toys are made to help kids learn while they play.<sup>9293</sup>

<sup>90</sup> <https://www.amazon.es/Anki-000-0079-Vector/dp/B078T42JCM?th=1>

<sup>91</sup> <https://www.amazon.es/Anki-Juguete-Educativo-Controlado-Aplicaci%C3%B3n/dp/B0747LZTM8>

<sup>92</sup> [https://www.amazon.es/VTech-Kidizoom-Smart-Watch-DX2/dp/B07BQHZXNQ/ref=asc\\_df\\_B07BQHZXNQ/?tag=googshopes-21&linkCode=df0&hvadid=199007529735&hvpos=&hvnetw=g&hvrnd=10779999833789699896&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-529090150465&psc=1](https://www.amazon.es/VTech-Kidizoom-Smart-Watch-DX2/dp/B07BQHZXNQ/ref=asc_df_B07BQHZXNQ/?tag=googshopes-21&linkCode=df0&hvadid=199007529735&hvpos=&hvnetw=g&hvrnd=10779999833789699896&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1005545&hvtargid=pla-529090150465&psc=1)

<sup>93</sup> [https://www.miravia.es/p/i1355925908947536-s2068711663927888.html?hybrid=1&data\\_prefetch=true&prefetch\\_replace=1&at\\_iframe=1&trigger\\_item=1355925908947536&sku\\_id=2068711663927888&prevent\\_offline\\_jump=true&exlaz=d\\_a:mm\\_2000](https://www.miravia.es/p/i1355925908947536-s2068711663927888.html?hybrid=1&data_prefetch=true&prefetch_replace=1&at_iframe=1&trigger_item=1355925908947536&sku_id=2068711663927888&prevent_offline_jump=true&exlaz=d_a:mm_2000)

**VTech - Kidizoom Smart Watch  
Mobile**



**VTech Kidicom Advance**



Electronic building blocks made by the toy firm **LittleBits** can be used to make a wide range of innovations and devices. These building bricks can be put together in a variety of ways to build circuits and other electronic devices that can be controlled by apps on smartphones.<sup>94,95</sup>

**littleBits Gizmos & Gadgets Kit**



**littleBits RVR + Topper Kit**



[000043\\_2000000043\\_3000000059::google\\_default:19122325385!145217223338!!{match\\_type}!pla-325793839564!c!325793839564!2068711663927888!610514794!638897090089!!CjwKCAiAxvGfBhB-EiwAMPakqlbX5eb-iEAini8CCdy0hlsjIuI21-khL2OI341kEAbTkYHnHrEz1hoC1j0QAvD\\_BwE!0AAAAAo4eJHcUZU\\_pBVERS84ZHCLF2jMbn&gclid=CjwKCAiAxvGfBhB-EiwAMPakqlbX5eb-iEAini8CCdy0hlsjIuI21-khL2OI341kEAbTkYHnHrEz1hoC1j0QAvD\\_BwE&spm=euspain.omlp.min-pdp](https://www.magnificos.com/littlebits-gizmos-gadgets-kit-2a-edicion-castellano?utm_source=tradetracker&utm_medium=afiliacion&utm_campaign=tradetracker#sku-LIT0001)

<sup>94</sup>[https://www.magnificos.com/littlebits-gizmos-gadgets-kit-2a-edicion-castellano?utm\\_source=tradetracker&utm\\_medium=afiliacion&utm\\_campaign=tradetracker#sku-LIT0001](https://www.magnificos.com/littlebits-gizmos-gadgets-kit-2a-edicion-castellano?utm_source=tradetracker&utm_medium=afiliacion&utm_campaign=tradetracker#sku-LIT0001)

<sup>95</sup> <https://sphero.com/products/littlebits-rvr-topper>

**Sphero** is another toy company that creates robotic toys, such as the **Sphero Mini** and **Sphero Bolt**. These toys can be controlled in an identical way using a smartphone app and feature advanced sensors and artificial intelligence technology.<sup>9697</sup>

## Sphero Mini



## Sphero Bolt



<sup>96</sup>[https://www.amazon.es/Sphero-Mini-App-Habilitado-Robot/dp/B072B6QVW/ref=asc\\_df\\_B072B6QVW/?tag=googshopes-21&linkCode=df0&hvadid=199007529735&hvpos=&hvnetw=g&hvrand=643897627712561180&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=1005545&hvtargid=pla-375329122742&psc=1](https://www.amazon.es/Sphero-Mini-App-Habilitado-Robot/dp/B072B6QVW/ref=asc_df_B072B6QVW/?tag=googshopes-21&linkCode=df0&hvadid=199007529735&hvpos=&hvnetw=g&hvrand=643897627712561180&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=1005545&hvtargid=pla-375329122742&psc=1)

<sup>97</sup>[https://www.amazon.es/Sphero-Robot-controlado-dispositivos-inteligentes/dp/B07DLM5DL7/ref=asc\\_df\\_B07DLM5DL7/?tag=googshopes-21&linkCode=df0&hvadid=300879432384&hvpos=&hvnetw=g&hvrand=16203816233500173116&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=1005545&hvtargid=pla-562086025667&psc=1](https://www.amazon.es/Sphero-Robot-controlado-dispositivos-inteligentes/dp/B07DLM5DL7/ref=asc_df_B07DLM5DL7/?tag=googshopes-21&linkCode=df0&hvadid=300879432384&hvpos=&hvnetw=g&hvrand=16203816233500173116&hvone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmld=&hvlocint=&hvlocphy=1005545&hvtargid=pla-562086025667&psc=1)

The **Think & Learn Smart Cycle**, a stationary cycling for kids that can be connected to a tablet or smartphone to play educational activities, is one of the digitised toys that **Fisher-Price** has introduced.<sup>98</sup>



**19. CLUSTERS. ASSOCIATIONS. ALLIES**

In the following chapter, clusters, and associations of certain significance to the topic discussed will take place as follows:<sup>99</sup>100101102103

COMPANY AND COMMENTS	CONTACT DETAILS
<b>GENERAL</b>	
<p><b>Spanish Chamber of Commerce in the United States.</b> They claim to have the following objectives as their mission:</p> <ul style="list-style-type: none"> <li>• Promote and encourage business between Spain, the United States and Latin America.</li> <li>• Helping companies to achieve their objectives, facilitating their entry and development in the American market.</li> </ul>	<p>Contact Info:                  2153 Coral Way   Suite #400   Miami, FL 33145                  T: +1 (305) 358-5988   F: +1 (305) 358-6844</p>

<sup>98</sup> <https://www.amazon.com/Fisher-Price-Think-Learn-Smart-Cycle/dp/B01NAS2UED>

<sup>99</sup> <https://www.toyassociation.org/ta/about-us/toys/about-us/about-us.aspx?hkey=bb3f1cbf-1e1a-4d32-a809-02ba310c1c89>

<sup>100</sup> <https://toy-icti.org/ICTI/about/icti/ICTI/about/about-icti.aspx>

<sup>101</sup> <https://www.astratoy.org/>

<sup>102</sup> <https://www.bookweb.org/about-aba>

<sup>103</sup> <https://www.cpsc.gov/About-CPSC>

<p>Likewise, advice is offered to American companies interested in setting up in Spain.</p> <ul style="list-style-type: none"> <li>• To promote the Spain brand and the image of Spanish companies in the United States while promoting our business network.</li> <li>• To provide useful and updated information concerning trade and investment.</li> </ul> <p>To offer a business networking platform.</p>	<p>info@spainchamber.org</p>
<p><b>Consumer Product Safety Commission (CPSC)</b> works towards</p> <p>lowering the disproportionate risk of injuries and fatalities brought on by</p> <p>consumer products and realizing its objective of becoming the acknowledged</p> <p>world leader in consumer product safety. To achieve this, CPSC adopts practices, such as:</p> <ul style="list-style-type: none"> <li>- establishing and enforcing required standards or, in the absence of any practicable standards, prohibiting consumer products.</li> <li>- obtaining product recalls and setting up repairs, replacements, or refunds for recalled products.</li> <li>- investigating potential product risks.</li> </ul>	<p>Email address: Contact form on the website</p> <p><a href="https://www.cpsc.gov/About-CPSC/Contact-Information/Contact-Specific-Offices-and-Public-Information/Information-Cent">https://www.cpsc.gov/About-CPSC/Contact-Information/Contact-Specific-Offices-and-Public-Information/Information-Cent</a></p> <p>Telephone number: (800) 638-2772</p>

<ul style="list-style-type: none"> <li>- collaborating with manufacturers, corporations, and standards groups to develop voluntary standards.</li> <li>- directly informing and educating customers, working with foreign, state, and local governments, private groups, private groups, and conventional, online, and social media.</li> </ul> <p>educating producers all around the world about their rules, the integrity of the supply chain, and the creation of safe products.</p>	
<p><b>Consumer Product Safety Commission (CPSC)</b> works towards</p> <p>lowering the disproportionate risk of injuries and fatalities brought on by</p> <p>consumer products and realising its objective of becoming the acknowledged.</p> <p>world leader in consumer product safety. To achieve this, CPSC adopts practices, such as:</p> <ul style="list-style-type: none"> <li>- establishing and enforcing required standards or, in the absence of any practicable standards, prohibiting consumer products.</li> <li>- obtaining product recalls and setting up repairs, replacements, or refunds for recalled products.</li> <li>- investigating potential product risks;</li> </ul>	<p>Email address: Contact form on the website</p> <p><a href="https://www.cpsc.gov/About-CPSC/Contact-Information/Contact-Specific-Offices-and-Public-Information/Information-Cent">https://www.cpsc.gov/About-CPSC/Contact-Information/Contact-Specific-Offices-and-Public-Information/Information-Cent</a></p> <p>Telephone number: (800) 638-2772</p>

<ul style="list-style-type: none"> <li>- collaborating with manufacturers, corporations, and standards groups to develop voluntary standards.</li> <li>- directly informing and educating customers, working with foreign, state, and local governments, private groups, private groups, and conventional, online, and social media.</li> </ul> <p>educating producers all around the world about their rules, the integrity of the supply chain, and the creation of safe products.</p>	
<b>TOY MARKET</b>	
<p><b>The Toy Association</b> - The Toy AssociationTM, Inc., formerly known as Toy Manufacturers of America, Inc., is a not-for-profit trade organisation that represents hundreds of businesses, including manufacturers, retailers, licensors, and other players in the juvenile entertainment sector. 93% of the \$38.2 billion in US toy and game sales in 2021 were accounted for by its manufacturing members.</p>	<p>Email address: <a href="mailto:info@toyassociation.org">info@toyassociation.org</a></p> <p>Telephone number: 212.675.1141</p>
<p><b>International Council of Toy Industries (ICTI)</b> - The International Council of Toy Industries (ICTI), a non-profit membership association of the global toy, play, game, and youth entertainment industries, was founded in 1975. Its members are well-established national toy associations from about 20 different countries (France, US, Germany,</p>	<p>Email address: <a href="mailto:ICTI@toyassociation.org">ICTI@toyassociation.org</a></p> <p>Contact person: Angela Stanton-Weekes</p>



<p>Italy, etc.); each national association has its own membership made up of brands that are active in that region. The ICTI and its member organisations are dedicated to promoting standards that support factory worker rights and well-being, responsible toy safety standards, lowering or removing trade barriers, and expanding social responsibility throughout the sector.</p>	
<p><b>American Specialty Toy Retailing Association (ASTRA)</b> - The American Specialty Toy Retailing Association (ASTRA), a non-profit trade association with a global membership of over 1,800 independent retailers, manufacturers, and sales agents in the specialty toy sector, was established in 1992. ASTRA is a committed group of specialists committed to giving kids safe, high-quality playthings with a lot of play value. Specialty toys, which are created with an emphasis on what the child can accomplish rather than what the toy can do, are the foundation of the businesses of ASTRA members. Leaders in their communities, ASTRA members, have a positive impact on the economy, culture, and innovation. Industry leaders and practical product demos are featured at the four-day trade fair and education conference called Marketplace &amp; Academy. More than 450 exhibits and more than 30 hours of educational programming are offered at the conference.</p>	<p>Email address: <a href="mailto:info@astratoy.org">info@astratoy.org</a></p> <p>Telephone number: (312) 222-0984</p>
<p><b>BOOKS MARKET</b></p>	

<p><b>American Bookstore Association (ABA)</b> - The American Booksellers Association (ABA) has represented independently owned bookstores for approximately 125 years. ABA is a nationwide, non-profit trade association that promotes the prosperity of independent bookstores. It was established in 1900. Education, information sharing, commercial services, programs, technology, and advocacy all contribute to this achievement. The membership of the ABA has changed over the years, and today's members are more diverse, active in their communities, and serve as leaders in towns and cities across the nation. They represent around 2,500 independent bookshops in total.</p>	<p>Email address: <a href="mailto:info@bookweb.org">info@bookweb.org</a></p> <p>Telephone number: 800-637-0037</p>
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## 20. MAIN ASPECTS RELATED TO ENTERING THE MARKET

The process of setting up a company in the U.S. as a non-resident could be divided into 3 main stages as follows:

### a) Determination Stage

- Choice of location to establish the business.
- Choice of location to incorporate the company (it is not compulsory the establishment and the incorporation of the business to take place in the same state)
- Taking actions for protecting intellectual property (e.g., trademarks, logos, patents, trade secrets and other IP)

- Research on whether the business would require any licences or permits for its operating activities in a particular state.
- Need for a business visa (if applicable) - there is a possibility to hire American citizen/s to manage the business, but if the company has an interest in direct leadership as a non-resident, a business visa is required.
- Need for staffing for the business - knowledge about US federal, state, and local employment laws is required.
- Company's need to access the capital markets in the U.S. - self-funded or looking for loans, grants, or direct investment.
- Need for marketing, supply chain and other support services.
- Research on the presence of any tax incentives, and what other options are available to minimise the tax burden<sup>104</sup>

## b) Planning stage

- Choice of the name of the company
- Whether to be a corporation or a limited liability company

### **Limited Liability Company (LLC)**

<b>Pros:</b>	<b>Cons:</b>
Personal liability protection	More costly to establish than a sole proprietorship or partnership
No double taxation	Must file an annual report, and the fee can cost hundreds of dollars
Easier to establish and operate than a corporation	Cannot attract outside investment other than banks

<sup>104</sup> <https://www.upcounsel.com/how-to-register-company-in-usa>

Flexible structure	-
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The limited liability corporation, or LLC, is a type of firm that is perfect for business owners who want extra protection from personal liability. Since one can serve as his/her own registered agent to fulfil the operating agreement, an LLC is the easiest and least restrictive type of business structure to set up and run. This business structure also guarantees no double taxation.

**S corporation**

Pros	Cons
Provides personal liability protection	Some states may tax S corporations as corporations; not at the personal level
Doesn't pay taxes at the corporate level, allowing pass through to a personal tax return	S corporations can incur more fees than a LLC
Can boost credibility with suppliers, creditors, and investors	S corporations have more regulations and guidelines that must be followed
Pays dividends to employees	Owner has less control

**("S" corp status is not available to non-US residents)**

A tax categorization called a S Corporation informs the Internal Revenue Agency that one's company will employ partnership taxation. It's vital to keep in mind that starting a corporation is more challenging than starting an LLC since the owner must first register as a C-corp before meeting more stringent requirements to convert to an S-corporation. Limited liability

protection is offered by this business form, however corporations with 100 shareholders or fewer can elect to be taxed as partnerships.<sup>105106</sup>

- Which state to incorporate in and which state to register in.
- Determine the capitalization of the company (how many shares at what per value, and how much each shareholder will contribute to the company as their capital contribution (if applicable))
- Determine who will be the shareholders, officers and directors.
- Determine the roles and responsibilities of the company's officers and directors.

### c) Action stage

- The company needs to provide the necessary documents for due diligence as follows:

### Summary of New Company Document Requirements

	Business Corporation	Limited Liability Company (LLC)
<b>Formation</b>	Certificate of Incorporation, or Articles of Incorporation	Articles of Formation or Articles of Organization
<b>Governance</b>	Organizational Minutes and bylaws optional: shareholder agreement	Operating Agreement
<b>Ownership</b>	Share Certificate for each shareholder	Member Certificate for each Member
<b>Tax</b>	IRS Form SS4 – Application for Employer Identification Number	
<b>Due Diligence</b>	Federal Law prohibits certain nationals (Iranians, North Koreans, Cubans, for example, from owning US assets including US companies.	

<sup>105</sup><https://www.investopedia.com/articles/personal-finance/011216/s-corp-vs-llc-which-should-i-choose.asp>

<sup>106</sup><https://www.usa-corporate.com/start-us-company-non-resident/how-to-start-business/>

- Create the company by submitting the necessary paperwork to the state's filing office and completing any other state-specific formation requirements. The requirements vary from state to state.
- Register the company in other states as needed.
- Hold the organisational meeting, appointing the officers and directors, issuing shares to the shareholders and taking such other actions as necessary.
- Then, applying for an "EIN" takes place - the nine-digit Employer Identification Number (EIN) helps tax authorities identify someone's company. Before completing the LLC or corporation company registration process, an EIN is necessary. All candidates are eligible for a free registration service from the IRS, which can be finished online.
- Prepare and file BE-13 Survey with US Bureau of Economic Statistics
- A US firm with more than 10% foreign ownership must submit a Form BE-13 to the US Bureau of Economic Analysis, a branch of the US Department of Commerce, within 45 days after its incorporation or purchase.
- Finally, a separate business bank account should be taken into consideration. With the aid of this data, one may better understand the state of the business's finances and make decisions going forward that will benefit it. The owner can reduce the amount of income owed by having different bank accounts.<sup>107108</sup>

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<sup>107</sup> <https://www.usa-corporate.com/start-us-company-non-resident/necessary-documents/>

<sup>108</sup> <https://www.usa-corporate.com/start-us-company-non-resident/be-13-survey/>

	Corporation	Limited Liability Company (LLC)
Liability	Shareholders completely insulated from liability if the corporation stays in compliance	Members are insulated if they are not managing the company as well, and follow proper procedure to separate personal and business matters
Tax	Resident- and non-resident-owned corporations pay the same tax rate, although foreign-controlled corporations have to file extra information on their tax returns	LLCs are fiscally-transparent by default, which can be a problem for non-resident-owned companies. An LLC can choose to be taxed as a corporation, but if they are planning to do this could just form a corporation instead. If the company will not be used to do business in the US, then an LLC is the better entity type.
Tax-treaty	Tax treaties were usually designed with corporations in mind, so many foreign-owned US companies are corporations.	The treatment of distributions from LLCs to foreign owners may be hazy, so be careful of doing business in the US using an LLC
Structure	Shareholders are the owners. The shareholders elect the directors, who govern the corporation and set policies and goals, and review the activities and progress of the company. Directors appoint the officers, who run the corporation on a day to day basis. Only officers can bind the company and sign contracts.	Members own the LLC, and control everything. The Members create an Operating Agreement, which can be as long or short as the Members want, and which sets out all the rules of the company. The Members can appoint Managers to run the company on a day to day basis. If there are many Members, appointing Managers is a wise thing in order to control the structure (and spending) of the LLC.

**20.1. SWOT STUDY**

In this SWOT we reflect a diagnosis of the starting situation of the products studied in this report in the US market.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Can offer a different experience and atmosphere for American customers who are looking for something new and exciting.</li> <li>- European culture is popular in the U.S., so these products can capitalise on this interest in European products.</li> <li>- Superior product quality, quality materials and great focus on detail.</li> <li>- Innovative and unique design that could stand out from traditional American brands.</li> </ul>	<ul style="list-style-type: none"> <li>- Products may be unknown in the U.S. and will need a significant marketing campaign to gain exposure.</li> <li>- They may face strong competition from established U.S. brands in the children's toy/clothing/furniture industry.</li> <li>- Production costs in Europe may be higher than those of U.S. competitors, which could affect pricing and profitability.</li> <li>- Cultural differences may lead to marketing mistakes and</li> </ul>

	misunderstandings with U.S. consumers.
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- There is a growing demand for quality and design products.</li> <li>-The increased spending on children in the U.S.</li> <li>- Partnerships with U.S. retailers can help increase brand awareness and expand the customer base.</li> <li>- Size of the market, which is one of the largest in the world.</li> <li>-USA is one of the most innovative countries in the world</li> <li>- Events and trade shows can help promote the brand to US consumers and distributors.</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- International trade restrictions can increase import costs and affect profitability.</li> <li>- Exchange rate volatility can affect the Spanish brand's costs and profitability.</li> </ul>

**21. MAIN EVENTS IN THE US**

Event	Description	Web	Additional info
Playtime & Kid's Hub New York	Kid's fashion industry  From 30 July to 1 August 2023	<a href="https://www.iloveplaytime.com/playtime-kids-hub-ny/">https://www.iloveplaytime.com/playtime-kids-hub-ny/</a>	The major event for the kid's fashion and lifestyle industry in the United States. In August 2021, the Playtime family grew to include Kid's Hub, a selection of brands targeted to the broader U.S. market. By bringing these two complementary sectors of the children's market together, Playtime &



				Kid's Hub New York has swiftly become the must-attend event for the entire kid's fashion industry.
ABC Kids Expo	Juvenile product trade show.  May 03-05, 2023.	<a href="https://theabcshow.com/">https://theabcshow.com/</a>		With nearly 1000 exhibitors utilising 3,300 booths in nearly one million square feet of exhibit space, it is currently the fastest growing trade show in the nation and ranks 47 out of the 100 largest trade shows in North America.
ToyFest West 2023	International fair of Toys, Hobby, Video games, Do it yourself, Leisure, it is annual	toyfestwest.com		Showing the companies news of United States and internationals related to sectors Toys, Hobby, Video games, Do it yourself, Leisure.  Offering a wide range of opportunities to promote your company name, brand image and product lines.
Toy Fair New York 2023	Toys, Consumer goods, Educational toys, Children, Board games, Video games, Games, international public, annual.  Organizer: TIA-	toyfairny.com		Who attends this fair? The global toy and play industry gather to conduct business at Toy Fair. This includes manufacturers, retailers, the global press, sales representatives, licensors, inventors, designers, financial professionals, and more. Toy Fair is a trade-only event. Absolutely no consumers will be permitted to the Javits Center exhibit halls.  Attendees will include retailers,

	<p>Toy Industry Association.</p> <p>From 30 September to 3 October 2023.</p>		<p>wholesalers, importers, buying groups and trade guests from nearly 100 countries.</p>
<p>G2E Global Gaming Expo 2023</p>	<p>Type of product: Toys, Entertainment, Consumers electronics, Multimedia art, Games, Electronics. It is annual and with nacional public.</p> <p>Organizer: Reed Exhibitions USA.</p> <p>Expo Hall: October 10-12) at The Venetian Expo in Las Vegas.</p>	<p><a href="http://www.globalgamingexpo.com/">http://www.globalgamingexpo.com/</a></p>	<p>G2E is the one place to see the people, products, and ideas to drive your business forward and define the future of gaming.</p> <p>Explore the latest gaming technologies and solutions with more than 300 exhibiting companies from around the world, all in one place.</p>
<p>Big Boys Toys 2023</p>	<p>Type of product: Toys, Luxury, Leisure, Technology.</p>	<p><a href="https://bbtvegas.com/">https://bbtvegas.com/</a></p>	<p>There are appointments with national and international exhibitors Toys, Luxury, Leisure, Technology</p>

	<p>From 20 to 22 October 2023. It is annual and with national public.</p> <p>It is held on World Market Center Las Vegas</p>		
<p>Southeaster n Doll &amp; Toy Shows</p>	<p>Beautiful Antique Dolls, Classic and Vintage Dolls and Toys, Compositions, Modern dolls, Original Art Dolls, Barbies, Hand crafted Dolls, Miniatures, Teddy Bears, Doll furniture, clothes, accessories and much, much more. It is held</p>	<p><a href="https://ashevilledollshow.com/">https://ashevilledollshow.com/</a></p>	<p>At each show they feature antique, vintage, and modern doll sales, toy sales, doll accessories, doll clothes, miniatures, bears. This may be directed to little companies.</p>

	every year. Organizer:		
Pax East Boston	The Pax East in Boston is a three-day event that brings together the gamers from different areas in Seattle.	<a href="http://www.reede-xpo.com">www.reede-xpo.com</a>	Visitors can find in depth and comprehensive information here about the latest developments, trends, products and services in various fields.  Product groups: board games, computer games, game consoles, games, games accessories, video games,
KidzCon Anaheim	KidzCon is the unique children's shopping experience for parents and their kids. KidzCon will bring the top kid's fashion brands that will display their collections.	<a href="https://www.kidz-con.com/">https://www.kidz-con.com/</a>	An intriguing, visual, and educational experience for all kids.  It is held irregularly but many times in a year.
High Point Market	It is one of the largest furniture showroom in the United	<a href="https://www.highpointmarket.org/">https://www.highpointmarket.org/</a>	It takes place twice a year and is located in High Point, Northern California. The next edition is celebrated on the 22 nd April. The next

	States that has a section dedicated to children's furniture.		edition will be on the 14 th October. More than 2.000 exhibitors attend the fair, which takes place in 11.5 mil square feet, attracting around 70.000 attendees.
Las Vegas Market	It is once again one of the most important furniture exhibition with a section dedicated to children's furniture.	<a href="https://www.lasvegasmarket.com/">https://www.lasvegasmarket.com/</a>	Once again, this is a trade fair that takes place twice a year. It is not specialised in children's furniture but dedicates part of its exhibitions to these products. The next edition will take place starting on the 30 th July 2023. In the last edition, 50 states and 68 countries were represented in 1.000 permanent showrooms and temporary exhibits.
International Contemporary Furniture Fair	This showroom normally specialises in contemporary furniture and offers a wide range of products for children.	<a href="https://icff.com/">https://icff.com/</a>	A place to find the latest designs and modern furniture including for the universe of children. The next exhibition will be celebrated on the 21 st May, 2023. The fair brings together architects, interior designers, retailers, distributors, developers and press.
Florida Kids and Family expo	Children's products, play zones, giveaways,	<a href="https://mycentralfloridafamily.com/">https://mycentralfloridafamily.com/</a>	Since 2015, the Florida Kids and Family Expo has connected thousands of Central Florida families with over 200 exhibitors. It merges exhibitors with fun-filled activities for

		om/orland o-expo/	kids and has space for more than one sector of interest (it is more informal than other fairs that we have mentioned). The next exhibition will be on the 12 th August, 2023.
Kid Quest	Kid Quest is a family-fun event and expo in the Chattanooga, Tennessee area hosted by Magic Lamp Entertainment, LLC. and sponsored by Dressler Orthodontics.	<a href="https://www.kidquestexpo.com/">https://www.kidquestexpo.com/</a>	Character meet & greet, Magic & Illusion Show, Family-friendly and children related vendor booths, Raffle and prize give-aways. Next edition will be on the 22nd April.
MAGIC Vegas Fashion Trade Show	Childrenswear, Menswear, Moda Donna, Children's fashion, Fashion	<a href="https://www.magicfashionevent.com/en/home.html">https://www.magicfashionevent.com/en/home.html</a>	Fashion tradeshow in the United States. Held in Las Vegas (7 th August, 2023), New York (19 th September, 2023) and Nashville (26 th April, 2023). It showcases men's, women's and children's apparel, footwear, accessories, and manufacturing resources from around the world. Not exclusive to children.

## 22. CONCLUSION

Regarding the sectors of interest, and despite a decrease of children per household, toy sales have increased 2% on September 2022, compared to the same period a year ago. Plush toys experienced the biggest growth of 32%, followed by action figures, construction sets and accessories with 12%, exploratory toys and other toys at 10%, whilst outdoor and sports toys have had the biggest decrease.

Regarding children's clothing, in 2020 this market was estimated at 3 billion USD, whilst unisex clothing is gaining popularity. Just as with shoes, these trends are driven by fashion, popular culture and technological advancements. Plus, According to a study, 60% of American mothers prefer to buy products without gender stereotypes for their children.

In relation with children's food, the market was estimated to be worth 70 billion USD in 2020 and is expected to continue growing until 90 billion USD in 2026. Trends regarding children's books are led by a bigger diversity and representation of different cultures, identities and experiences.

Customers in the US have also shown a quick changing patterns regarding brands, continuously incorporating new brands. In any case, a survey shows that many of the most important brands for children are associated with TV shows and movies, such as Lego, Disney and Marvel.

The US is the second largest market for ecommerce. With its increase of 22%, the US ecommerce market contributed to the worldwide growth rate of 18% in 2021. In fact and regarding marketing, 17% of consumers rely on Instagram when making fashion choices and a third of American parents purchase toys exclusively online. It is also relevant to point out the impact of digitisation in the country and the high number of children and teenagers that possesses electronic devices in their home.

In relation to sustainability, a study shows that young men between 25 and 34 were the most likely to buy sustainable fashion, whilst women under 35 are the biggest consumers of fast fashion, and that 73% of millennials are

willing to pay more for sustainable brands. Nearly two-thirds (64%) of Americans are prepared to pay more for sustainable products, and 78% of individuals are more likely to purchase a product that is explicitly marked as environmentally friendly.

Finally and regarding the implementation of SDG, the US hasn't shown much interest, slightly lacking and in any case rating behind Korea and Chile. Many of the goals are stagnated and very few are getting better, in addition to the government having shown very little effort for their implementation.

## ANNEX. LEGISLATIVE FRAMEWORK

- ❖ The Toy Safety Standard (ASTM F963): This standard regulates the safety of toys and establishes safety criteria for materials, labels, and warnings.
- ❖ The Flammable Fabrics Act (FFA): This law regulates the sale of textiles that are likely to catch fire quickly, including children's clothing. Clothing must pass safety tests to ensure that it does not catch fire easily.
- ❖ Children's Product Certificate (CPC): This certification verifies that children's products meet applicable safety standards, including those established by the CPSA and ASTM F963.
- ❖ The Lead-Free Toys Act: This law limits the amount of lead allowed in children's toys. Toys must be tested for lead.
- ❖ The Phthalates Ban: This law prohibits the use of certain chemicals, called phthalates, in toys and children's products because of their potential to cause adverse health effects.
- ❖ Consumer Product Safety Act (CPSA): This law requires that all children's products sold in the United States be tested for safety and



meet certain safety standards. Products that do not meet the standards may be removed from the market.

- ❖ The Children's Online Privacy Protection Act (COPPA): This law regulates the collection of online data from children under the age of 13. Companies that collect information from children must obtain parental consent and provide clear information about how the information will be used.
- ❖ Federal Trade Commission Act (FTC): This law protects consumers from deceptive or unfair business practices. Advertisements for children's products must be truthful and must not mislead consumers.
- ❖ Child Safety Protection Act (CSPA): This law regulates advertising of products to children. Advertisements for children's products must not be false or misleading and must include clear warnings about safety risks.