

Toy safety

“I would hate for any other child to go through what Becca suffered because of buying dangerous toys via online marketplaces.”

Mum of two-year-old Becca who swallowed magnets from a toy

Toys from reputable brands are made to be safe. But if they've come from an unknown seller on an online marketplace, a market or small discount store, they could be dangerous.

Buying safely

- 👉 Buy toys from brand names you know. If you've never heard of the seller or the brand and price is really tempting, it could be dangerous
- 👉 Watch out for cheap copies of popular toys. They may not be made to UK safety standards.
- 👉 Check if the toy has been removed from sale because it's unsafe. Visit gov.uk and search 'product recalls'
- 👉 If you buy something that looks unsafe, trust your instincts and send it back.

Under 3s most at risk

Babies and toddlers are curious and naturally put everything in their mouths. So dangerous toys can pose the biggest risk to small children. Be especially careful when buying for under 3s.

Watch out for missing or contradictory age warnings. If a toy is pictured with a toddler but marketed as unsuitable for young children, pick something else.

Which toys are most dangerous?

- 👉 Toys with:
 - accessible button batteries that can burn through your child's food pipe
 - super strong magnets that can rip through your child's belly
 - long cords that can strangle your child
 - small parts that can choke your small child
- 👉 Water beads that can block your child's bowel if swallowed
- 👉 Electrical toys with exposed wires or chargers that can catch fire.



Checking toys

If you're unsure about the safety of a toy, here are some checks you can do:

- 👉 Check battery compartments for accessible button batteries or loose spares in the box
- 👉 Check for any loose small magnets
- 👉 Give the parts on the toy a quick tug and check for small parts that come off
- 👉 Look for long cords or access to stuffing
- 👉 Check if there are any age restrictions or safety warnings on the product.

Report dangerous toys

If you spot or buy a toy you're concerned about:

- 👉 Citizens Advice consumer helpline: 0808 223 1133
- 👉 Citizens Advice consumer helpline (Welsh-speaking adviser): 0808 223 1144
- 👉 Advice Direct Scotland helpline: 0808 164 6000
- 👉 Northern Ireland Consumerline: 0300 123 6262