

BUYER BEWARE:

A Consumer Guide to Spotting Dangerous Kids Electronics on Amazon

COSMO

A new review of top selling kids electronics on Amazon finds millions of products entering households every year without basic safety certifications. In the surprisingly dangerous world of Amazon kids toys, here's what consumers need to know as holiday shopping begins.



Executive Summary

Kids electronics have experienced dramatic development over the last decade, becoming more advanced and less expensive than ever. If you are a parent, odds are that you have purchased at least a few for your child. These electronics span a vast array of categories, from educational tablets to kids games, and from music players to digital cameras.

This growth has been paralleled by the emergence of the internet as a leading platform for shopping, or what we call e-commerce. Consumers can find just about any product they can think of and frequently at a discounted price compared to big box retail. **But there's another, dangerous side to the story that consumers need to know.**

What many consumers don't realize is that e-commerce platforms like Amazon are filled with unregistered, uncertified, and potentially unsafe products that are cheaper because Amazon did not require their manufacturer to comply with regulations.

Platforms like Amazon have [successfully defined themselves](#) as marketplaces instead of as retailers. This makes it difficult for US government agencies to enforce regulations that most brick and mortar retail has to comply with. Today, hundreds of

thousands of independent sellers list products on Amazon, often selling incredible quantities, without demonstrating any compliance with baseline U.S. safety standards.

This **first-annual Buyer Beware report** from [COSMO Technologies, Inc.](#) details an eye-opening new study conducted that demonstrates this reality all too clearly. In a review of 250 top-selling kids electronics on Amazon, COSMO found that **50 percent** of products listed had no claim or evidence of critical safety certifications, with several products clearly in violation U.S. child data privacy regulations and [Amazon's own policies](#) for children's products. **Forty-seven percent** of top selling kids electronics had no company website outside of Amazon, meaning no terms or conditions, policies, or customer service, much less proof of safety certifications.



All told, these top-selling products account for roughly 400,000 unit sales per month and millions of untested, uncertified, non-compliant electronics in the hands of kids every year."

COSMO reached out to Amazon for comment on these findings and to ask how the platform plans to ensure compliance and safety for kids and families on its platform going forward. An Amazon spokesperson initially responded, however ultimately declined to provide comment before publication of this report.

In recent years, parental concern about kids toy safety has grown. Yet this recent review suggests a need for continued awareness, as yearly reports of [injury and death](#) from unsafe products remain high. Of all the kids' products that can pose harm, electronics stand out as both uniquely dangerous and deceptively innocuous to consumers looking for low-cost fun or connection for kids.

In this guide, we will discuss what consumers need to know about Amazon and the kids device market.

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We'll walk through why it matters and the unsettling results of COSMO's review of top-selling Amazon kids electronics products.	We'll cover which certifications parents should look for on kids devices and what they mean.	And finally, we talk about how to find and support family-safe products and brands.

While this may be a consumer guide aimed specifically at navigating the Amazon marketplace, you'll find this information relevant no matter where you do your buying, especially as the holidays draw near. It's truly never been more important for consumers to shop smart when it comes to products for kids.

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The Scale of the Unregulated Kids Electronics Market

Today, it's almost hard to recall a time when something you wanted online was more than a few days from being on your doorstep. Back in 1994 when [Amazon](#) was founded by Jeff Bezos in a Bellevue, Washington garage, the concept of one-click shopping and same day shipping would have seemed outlandish. Google wouldn't arrive for another four years and Facebook for ten.

Yet, in just the last 10 years, e-commerce has [exploded at a staggering rate](#) - led largely by the juggernaut Amazon. According to [Statista](#), Amazon has held 45-50 percent of U.S. e-commerce market share from 2019 to 2021.



Infographic Source: [Statista, 2021](#)

Today, Amazon ships roughly [1.6 million packages per day](#) and calls [nearly one in three Americans](#) (over 95 million) its Prime members. What's often forgotten is that [56% of sellers on the platform are third party sellers](#), which means an increasingly large percentage of Amazon's core business is in the warehousing and delivery department, known as fulfillment.



While this exponential growth in Amazon-fueled e-commerce comes with many incredible benefits for consumers and sellers alike, there are consequences too.

“Big Tech” companies like Amazon and [Facebook](#) face a critical dilemma when it comes to growth. Their platforms have expanded at such a rate that they have become magnets for bad actors and so far have not taken the actions necessary to effectively regulate those bad actors.

A stunning [Wall Street Journal investigation from 2019](#) put a spotlight on this issue.

The report’s explosive findings can be summed up in this one except:

“A Wall Street Journal investigation found 4,152 items for sale on Amazon.com Inc.’s site that have been declared unsafe by federal agencies, are deceptively labeled or are banned by federal regulators—items that big-box retailers’ policies would bar from their shelves.”

The prevalence of these products being sold on the world’s most trafficked consumer hub is concerning enough, but even more so given that the Wall Street Journal discovered 46% of these products shipped *directly from an Amazon warehouse*. Other concerning findings included:

■ 157 items that had been officially banned by U.S. safety regulators

■ 4 out of 10 children’s products (a number of them labeled “Amazon’s Choice”) failed an independent safety review based on federal standards

These product failures have real world consequences. The Wall Street Journal report documents a tragic story of a motorcyclist’s death following a crash while wearing an Amazon-purchased helmet which falsely claimed safety certification. The non-profit Kids in Danger reported in 2019 that [38 children died from defective products](#). This likely only captures a small portion of the actual magnitude of the problem.

As consumers, we may have more immediate access to the products we want, but there’s a growing reality that it comes at a cost. [Consumer education and awareness](#) is a frontline safety concern, particularly for parents.



a. Regulation Roadblocks

How has this proliferation of dangerous products been allowed to happen in the U.S. on the largest e-commerce marketplace? You may be thinking to yourself - what about consumer protection agencies and regulators? This is what they do, right?

The problem is that while consumer protection regulations may be clear, actual regulatory enforcement is limited by Amazon’s legal standing as a sales “platform” rather than an actual seller. In recent years there’s been [growing scrutiny](#) of tech giants like Amazon, Facebook, Google and others as “Big Tech” struggles (or neglects) to regulate its own environment. The defense that continues to hold up in federal courts differentiates a seller, content producer, or other “owner” of goods or messages from the “platforms” that host them. It is extraordinarily easy to list any product on Amazon, and extraordinarily hard to hold bad actors, and Amazon itself, accountable.

Consumers need to know that federal regulation can only go so far. Without further laws or court precedents, Amazon as a platform can claim legal

defense when dangerous, unregulated products on its site end up hurting consumers.

In a [Brookings Center Report](#) from February 2021, visiting fellow and former Federal Communication Commission (FCC) chairman Tom Wheeler writes,

“Taking advantage of policymakers’ inaction, digital companies assumed a pseudo-government role to impose their own will on the digital marketplace. The result failed to adequately protect both the rights of consumers and the benefits of competition.”

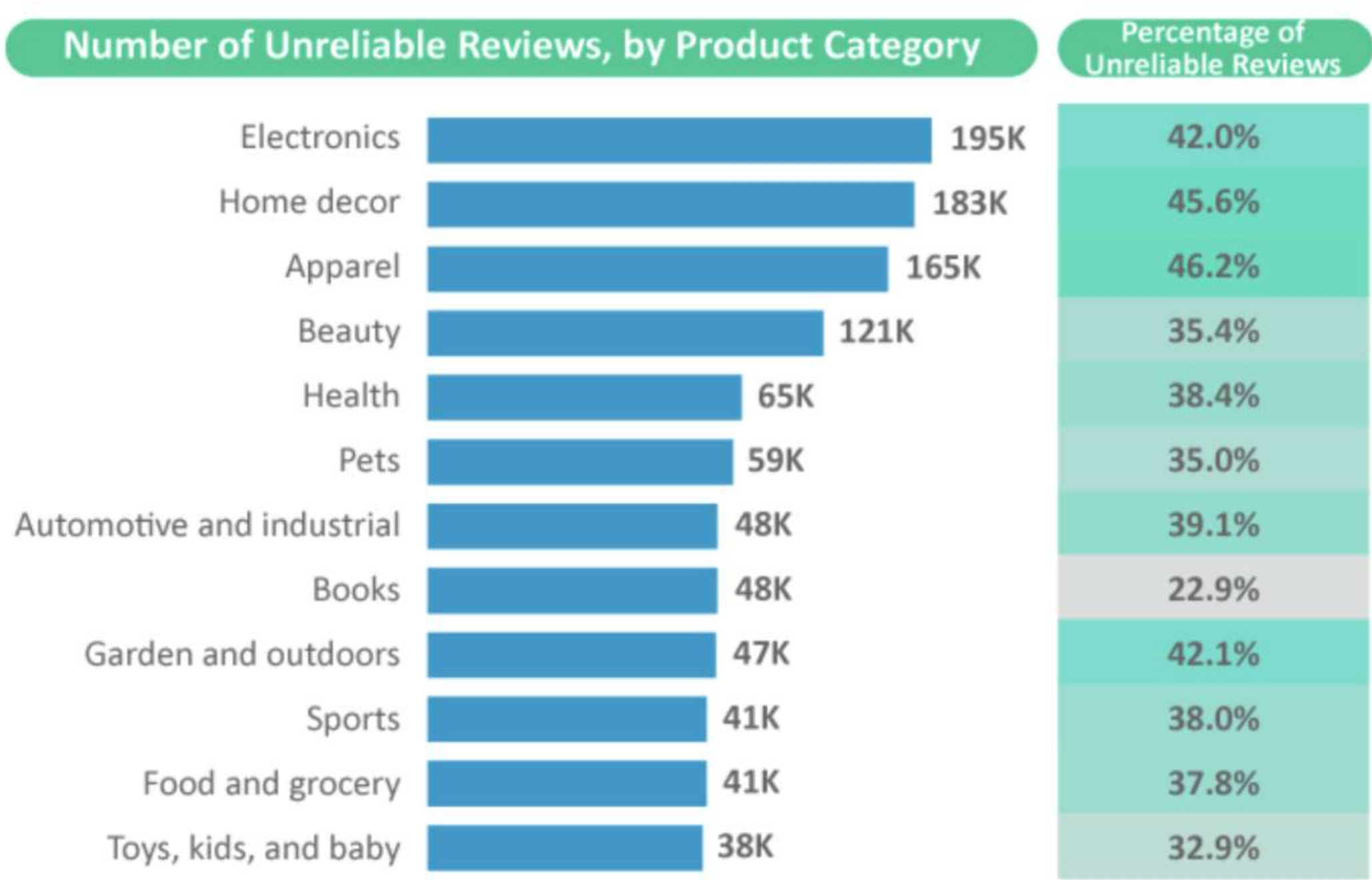
While further regulation is certainly possible, there’s unlikely to be major changes in the near future, leaving consumers vulnerable and fending for themselves.

b. What About Reviews?

Data shows that consumers put quite a bit of faith in reviews. As the internet expanded with the dot-com bubble in the early 2000s, companies and consumers alike saw the remarkable crowd-sourced potential that transparent consumer reviews could bring.

The problem, like anything at scale, is that once the value of reviews was realized, they also became commercialized.

A [study by BestSEOCompanies.com](#) in 2019 found that a remarkable 39% of online reviews were unreliable. Of all categories ranked for unreliable reviews, electronics topped the list.



Source: [Best SEO Companies](#) / [FakeSpot Analyzer](#)



While reviews will continue to add some degree of value for consumers, it's important for buyers to realize how far companies will go to purchase favorable ones. As documented by the Wall Street Journal, even being “Amazon’s Choice” with a host of 4- and 5-star reviews is no guarantee of safety or quality.

For consumers, that means it's critical to be well informed and [know what to look for](#).

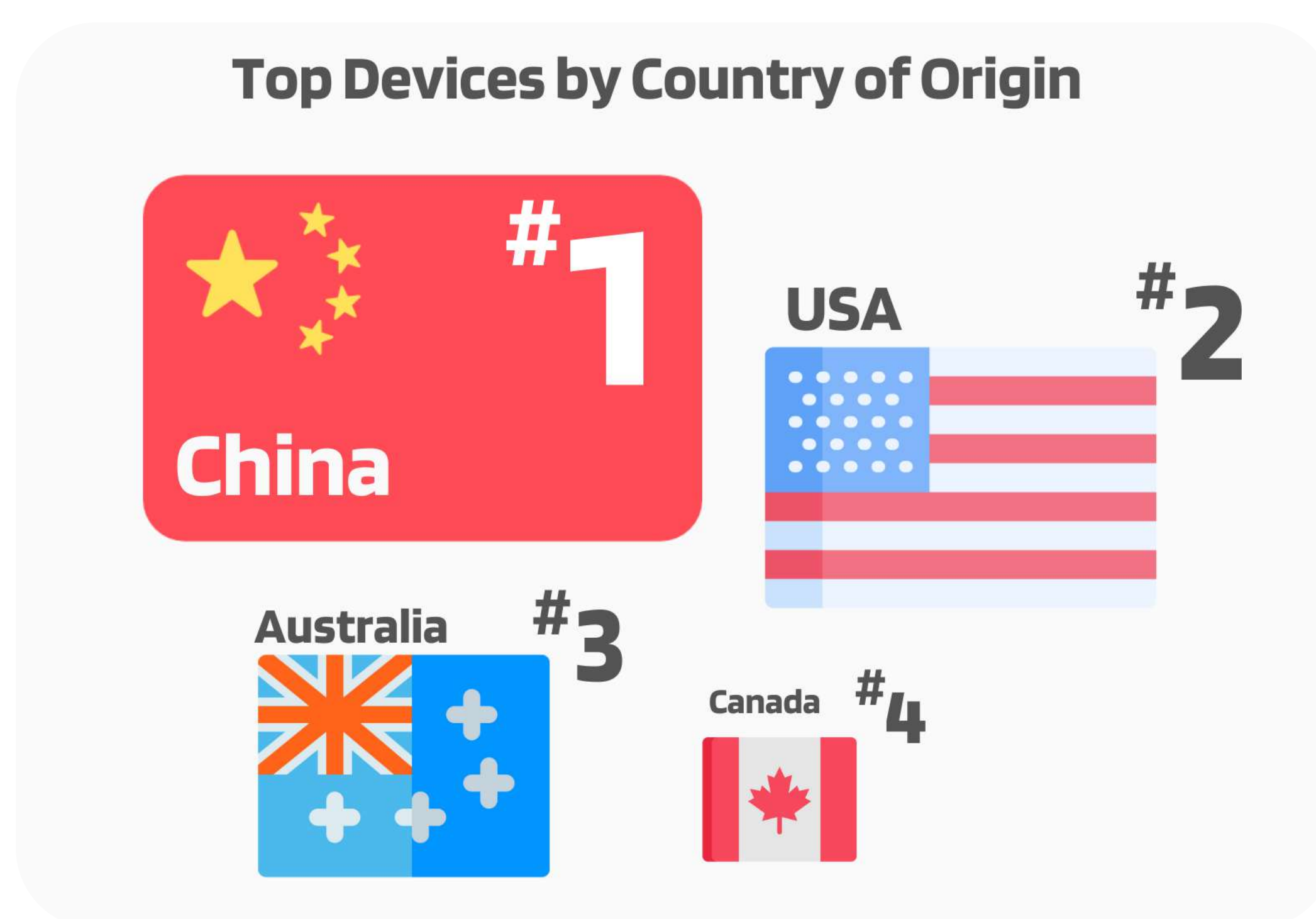
2 The Problem of Non-Certified Kids Electronics

When it comes to unregulated Amazon products, electronics tend to be among the foremost offenders. Rapid advances in technology, from chip sets to manufacturing, have brought what were once premium electronics within reach of everyday consumers. From music players to tablets, and from robotics to walkie-talkies, these types of devices are novel, fun, and naturally enticing for kids and parents alike.

But these devices also carry particular and unique dangers. With electrical, material, and in some cases data components to consider, kids electronics may appear simple, but understanding their actual safety is anything but.

a. The Rise of Cheap Manufacturing and Third Party Sellers

To understand the rise in unsafe kids electronics on sites like Amazon, it's essential to understand the backstory of low-cost manufacturing, China, and the unprecedented access third party sellers now have to U.S. consumers.



A [COSMO Technologies](#) review of 250 top-selling Amazon kids electronics found the majority of products originating from China, based on Amazon listing details.

In 2010, after three decades of concerted central state effort and investment, China finally overtook the U.S. as the world's leading manufacturer, earning the title of "the world's factory." Kids toys in particular have become a staple export of China's manufacturing engine, with China accounting for almost [75% of the world's toys](#) in 2020.

China's industrial rise has come with both concerted investment as well as concerns about product quality,

compliance, human rights and environmental impacts. The growth in the counterfeit goods market may be the clearest example of how lower regulatory standards or weak enforcement can generate a [multi-billion dollar industry](#). According to a [2017 report by the Commission on the Theft of American Intellectual Property](#), 87 percent of all counterfeit goods seized upon import into the U.S. came from China (including Hong Kong).

To be clear, the example of counterfeit product manufacturing is not characteristic of all Chinese manufacturing. Yet the massive expansion of access to western markets via e-commerce platforms like Amazon and the Chinese equivalent Alibaba has created unprecedented demand for low quality, untested, and counterfeit products coming from the world’s leading manufacturing powerhouse.

As Amazon’s strategy has shifted to third party sellers, the company’s ability or willingness to police these kinds of stolen, unsafe, or uncertified products has been questionable. A former Amazon employee quoted in the [Wall Street Journal’s 2019 report](#) called Amazon’s third party marketplace a “disaster zone” and estimated that “80% of Amazon’s third-party sellers didn’t comply with federal, state or industry safety and labeling standards.”

“Amazon doesn’t require its third-party sellers to disclose their real-world locations or label the origins of their products,” explained tech and consumer goods specialist Leo Sun writing for the investment site [Motley Fool](#). “In short, Amazon’s third-party marketplace remains the Wild West, and its growth matters more than its overall quality.”



b. Toxins, Data Breaches, and Why Kids are More Vulnerable Than Ever

Every consumer knows the thrill of finding what appears to be a great deal. But to find the real costs on sites like Amazon, you often have to look beyond the price tag.

According to the annual [2020 Trouble in Toyland report](#) by consumer watchdog group PIRG:

“For each of the last five years, the U.S. Consumer Product Safety Commission (CPSC) has documented that U.S. hospital emergency departments treated between 226,000 and 254,000 children with toy-related injuries every year. These numbers could rise in 2020, because kids are spending more time at home, and more of it with less supervision by work-at-home parents.”

As consumers turn to unregulated digital marketplaces during the holidays, hovering mouses over Buy Now buttons, it’s critical they understand the potential dangers of what they might be bringing into their homes. Leading concerns include:

- Chemical dangers
- Electrical dangers
- Mechanical dangers
- Data privacy dangers

Chemical Dangers

Kids toys in particular should be inspected for dangers related to materials and chemicals. There is a well-documented history of unsafe materials being used in kids toy manufacturing in order to reduce manufacturing costs. But it also has to do with children's vulnerability, as kids tend to lick or put things in their mouths and are more susceptible to health impacts of dangerous chemicals.

Leading chemical dangers in toys often involve substances like lead, carcinogenic materials such as [Phthalats](#), and chemicals that can be harmful if swallowed, ingested, or come into contact with the skin.

Electrical Dangers

As electrical elements become staples of leading kids toys (think music players, wearable devices, robotics, and more), ensuring that your child's toys are certified to be electrically safe is critical.

A [2020 CNN report](#) highlighted the dangers that exist when this isn't the case. The review found at least 1,500 examples, across more than 70 items (not only kids toys), of "products exploding, catching on fire, smoking, melting, causing electrical malfunctions or otherwise posing risks." The most shocking finding? These products were all a part of Amazon's growing inventory of private label products called AmazonBasics.

Mechanical Dangers

For kids, small parts or sharp objects create safety concerns that would be less of an issue for adult devices. While all kids toys are required to have [minimum size requirements](#) for loose parts to prevent choking, this directive is not always followed by manufacturers. A [Journal of Pediatrics study](#) found that since the 1990s, emergency room visits for kids as a result of

swallowing objects has more than doubled. Material dangers to look out for most commonly include things like choking hazards from small components, deceptively sharp toy edges, or unstable objects that could fall or collapse.

Data Privacy Dangers

Data privacy is an area of growing concern as the exploding market for IoT (internet of things) devices expands to kids electronics. As more inexpensive kids devices allow for location tracking, personal information storage, and more, it's critical for consumers to understand the implications.

In 1998, congress passed a landmark piece of legislation called the [Child Online Privacy Protection Act](#) - commonly referred to as COPPA. The law was designed to protect children's data and prevent danger from predators online or companies seeking to target or profit from children's data. However, compliance with and enforcement of COPPA has been spotty, even for large companies. The [list of major companies](#) that have been found in violation of COPPA over the years is troubling, including the likes of Matel and Hasbro, VTech, YouTube, and TikTok (formerly Music.ly).

While data privacy can seem abstract to consumers, the consequences - especially with kids' data - are all too real. In a [2016 report for the Committee on Commerce, Science, and Transportation](#), Senator Bill Nelson outlined in stark terms the potential dangers that come from noncompliant connected kids toys:

"With respect to children's data, the improper disclosure of a child's personal information - including, for example, name, home address, online contact information, or actual location - could lead to inappropriate contact, sexual exploitation, or abduction."

c. Unsettling Findings From a Review of Top-Selling Kids Electronics on Amazon



With an understanding of the potential dangers across e-commerce marketplaces like Amazon, [COSMO Technologies](#), a Denver-based design and manufacturing company of [family technology solutions](#), conducted a review of 250 top-selling kids electronic toys listed on Amazon's marketplace.

In order to provide consumers with a recent and highly relevant snapshot ahead of the holidays, the review aimed to identify the extent to which leading Amazon kids electronics entering consumers' homes have any evidence of safety certifications or basic consumer-facing company disclosures like websites, privacy policies or customer support. The review looked broadly at top-selling kids electronics products across all markets, ranked by estimated monthly sales volume.



The review revealed a stunning lack of any evident safety measures or compliance across a majority of reviewed products, many of which carry the Amazon's Choice label. The review also revealed three bluetooth products in clear violation of COPPA compliance standards for kids connected devices.



50%
of products reviewed had zero mention or claim of any safety certifications or compliance.



28%
made some note or claim of certifications but provided no proof or detail of certification.



22%
of products had some level of proof or detail of safety certification.



47%
of reviewed products were from a company without any web presence outside of an Amazon listing.



Bluetooth data-transmitting devices were in clear violation of COPPA standards requiring consumer-facing data privacy policies.

A large donut chart where the top half (50%) is colored blue and the bottom half is grey. The text "50%" is written in large black font in the center of the chart.

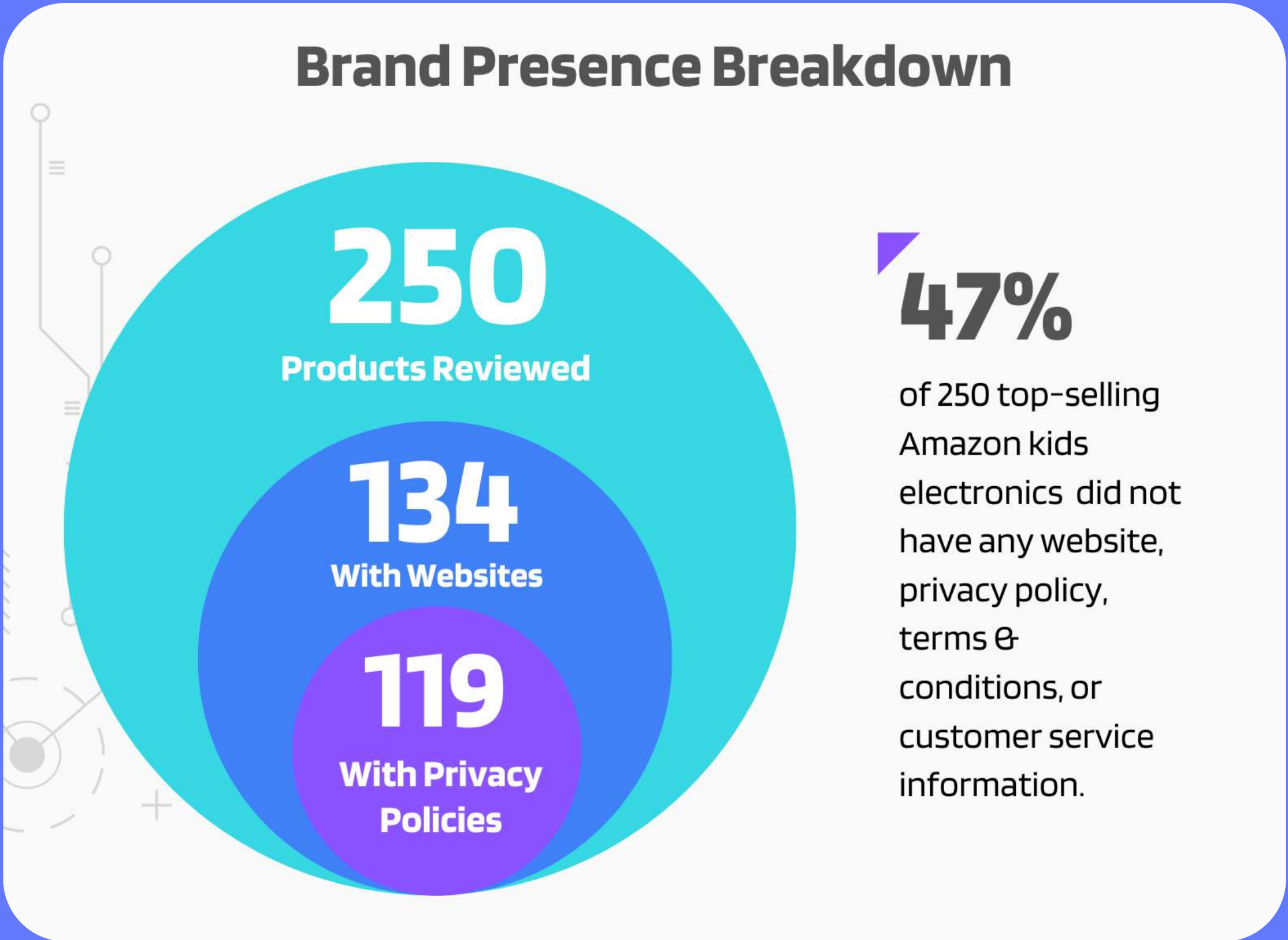
Percent of Top Selling Amazon Kids Electronics Lacking Any Evidence of Basic Safety Certifications

COSMO reviewed 250 top-selling kids electronics products on Amazon, examining each listing and any associated brand website for evidence of consumer/children's product safety compliance or certifications. 52% made no mention or claim of any safety certifications.

Despite the products reviewed being among Amazon's top selling kids electronic toys, the majority of the companies represented were not big name brands. The sellers representing most of the estimated monthly volume in kids electronics were often companies that had no website or consumer-facing brand presence outside of Amazon.



This means, consumers will find no privacy policies, no customer service or contact information, and in most cases, no evidence of any safety certifications.



Consumer-facing policies on websites are particularly relevant when it comes to compliance with COPPA. Products that store and transmit children's data must provide consumers with clear policies around data storage and usage. This applies to the growing field of “smart toys” that enable connection via signals like bluetooth and can potentially be hacked or misused if appropriate precautions are not taken.

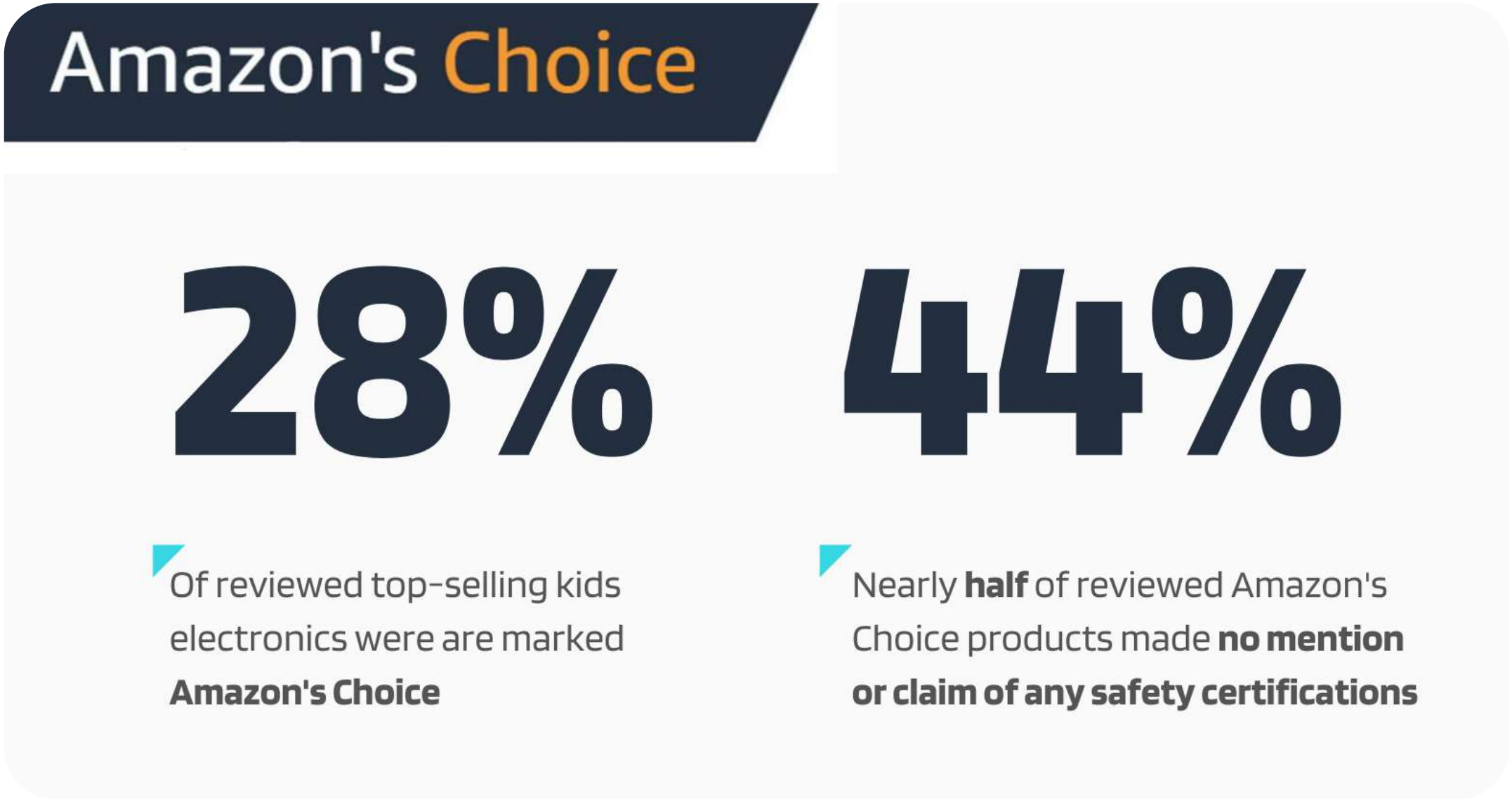
In its review, COSMO identified three childrens' bluetooth products listed by sellers with no website or brand presence beyond an Amazon listing and no available privacy policies. **This finding represents a clear violation of COPPA standards.**

To make the situation even more confusing, many of these top selling products carried the coveted “[Amazon's Choice](#)” badge in search results and on the product listings. Many consumers take this to mean Amazon chose this product because they either stand behind it or approve of it in some way. In reality, the [Amazon's Choice badge](#) is merely a label given to a product when Amazon's algorithm believes it is the best match for a specific keyword.

An article by [SellerLabs](#) from 2020 explained it this way, “...the eCommerce behemoth developed an algorithm to do the picking automatically. Their equation is based on a series of inputs. The most important factor? The number of clicks and conversion rates on a given search term’s results page.” In short,



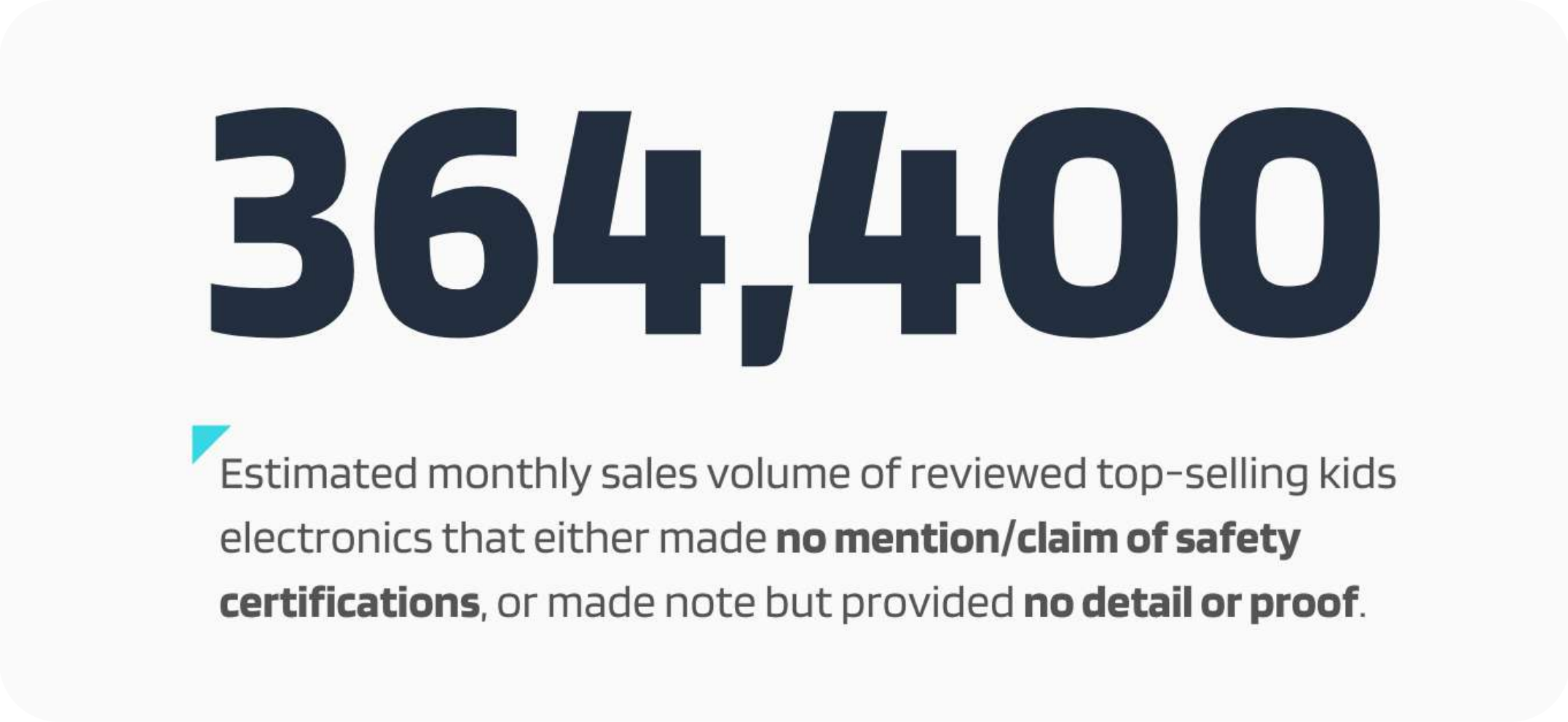
Amazon’s Choice has no direct relationship with the quality, durability, and most importantly the safety of a product – only how much it sells.



In total, [COSMO](#) found that the sales volume for products with no evidence of safety certification amounts to over 364,000 units every month. This stunning finding, alongside evidence of clear policy volition and non-COPPA compliant devices, suggests that widespread danger still exists across Amazon’s platform for kids and families.

COSMO contacted Amazon about these data-dangerous, non-compliant, and best-selling devices on its platform. A public relations spokesperson from Amazon immediately responded when a summary of findings were presented. However, when asked by COSMO to provide on-the-record comment on the findings of the review, Amazon did not reply.

Without any guidance from Amazon, and in many cases when there is not even a company website, consumers are left to guess whether a product meets any quality or safety standards. Based on this data it can be concluded that **millions of untested and uncertified kids’ electronic toys are being placed in children’s hands every year.**



Note: See appendix for details on review methodology and full inventory of reviewed products.

3

The Power to Protect: How to Pick the Good Products Among the Bad Apples

So far, you may be thinking that all the news is bad. Well fear not! Despite the many safety concerns that fill the kids electronics marketplace, there are steps any consumer can take to spot the bad apples and keep kids and families safe with quality products.

a. Overview of Certifications: What Consumers Need to Know

When shopping for kids toys this holiday season, safety certifications are the gold standard. This proves a company has actually prioritized your and your child's safety! To procure the certifications required by U.S. law, a company must submit products to credible third-party agencies for testing, pay substantial fees, and pass rigorous testing covering material, mechanical, electrical, and chemical safety standards. In the U.S., this means complying with the standards laid out in [ASTM \(F963\)](#), an internationally recognized, comprehensive set of [toy safety standards](#) that was adopted as the basis for U.S. regulation in 2009.

For companies to test and prove compliance with these standards requires significant investment, from increased time for product development to cost for higher quality and safer materials. **And it's exactly what consumers need to look for in products** - especially if they come from third party sellers on marketplaces like Amazon.

But the world of safety certifications can also be confusing. What should you look for and what do certifications mean? Below is your one-stop shop for everything a concerned parent or guardian needs to know about the leading safety requirements and certifications for kids toys.

When shopping for toys or electronics for your kids, these certifications are the gold standards to keep in mind for peace of mind:

1) Child Product Certificate (CPC) Testing & Compliance (EN71 and ASTM (F963) Compliance)

- **What it is:** The Consumer Product Safety Commission (CPSC) in the U.S. requires [CPC certification](#) from third party testing for any children's products sold in the U.S. Testing standards required by law are based on EN71 and ASTM - these are essentially equivalent and internationally recognized toy safety standards that represent the true "gold standard" in safe children's products.

- **Why it matters:** While CPC is not a seal that will appear on a children's product, any company looking to sell children's products in the U.S. or Europe must comply with these standards and undergo approved third party testing. Leading approved laboratories for this kind of comprehensive compliance testing include [UL \(Underwriter Laboratories\)](#) and [SGS](#), which consumers can look for when shopping this holiday season.

2) SAR: Specific Absorption Rate

- **What it is:** [SAR](#) is an important safety certification for any wireless toys emitting radio frequencies (RF), such as cell phones or walkie talkies. This test measures the rate at which radio frequency energy is absorbed by the human body.
- **Why it matters:** This test is **mandatory** in the U.S. for applicable electronic devices and ensures compliance with FCC regulations to ensure your kid's toy doesn't emit dangerous radio waves that can harm the body's cellular balance. For any signal-based kids toys like smartwatches, bluetooth devices, walkie talkies or etc., be sure to look for SAR certification.

3) FCC: Federal Communications Commission

- **What it is:** The FCC certification mark is mandatory in the U.S. for electronic equipment and electronics that are manufactured or sold in the States. This important seal certifies that an electrical product complies with standards of the Federal Communications Commission regarding electromagnetic interference.
- **Why it matters:** This certification is **mandatory** for most all kids electronics toys, meaning it's critical for consumers to be on the lookout for, especially when shopping online for low-cost electronics that may be manufactured overseas.



4) CEC: California Energy Commission

- **What it is:** CEC certification is a test to ensure compliance with California Energy Commission Regulations. According to testing and certification provider [TOBY](#), "The purpose of the implementation of the regulations is to improve the efficiency of electric products, saving energy, reducing emissions and greenhouse effect."
- **Why it matters:** CEC certification shows a company has gone "above and beyond" to ensure that their product is not only safe for kids but safe for our world and environment.

5) RoHS: Restriction of Hazardous Substances Directive

- **What it is:** ROHS is a mandatory European [Directive](#) aimed at reducing hazardous e-waste. According to the [European Commission](#), "This Directive lays down rules on the restriction of the use of hazardous substances in electrical and electronic equipment (EEE) with a view to contributing to the protection of human health and the environment, including the environmentally sound recovery and disposal of waste EEE."
- **Why it matters:** Once again, this certification goes a long way to showing a company's ethical and environmentally conscious practices - even if it is not required in the U.S. This gives consumers extra confidence in both the quality of the product and the company as well.

6) CB Scheme

What it is: The [CB Scheme](#) is an international program established and operated by the International Electrotechnical Commission for Electrical Equipment (IECEE) covering electrical and electronic equipment, mainly regarding battery standard and chemical content. This program provides proof of compliance across over 50 countries worldwide.

- **What it matters:** CB Scheme certification is important to ensure the quality and safety of a toy's electrical circuit and the battery. It is yet another layer of confidence for consumers, knowing that the product in their child's hands is certified safe in countries worldwide - not just the U.S.

7) CE: _____

- **What it is:** CE marking is a legal requirement that allows for free trade of products within the EU/EEA. It is a mandatory marking that shows a manufacturer's product complies with the minimum product health, safety, and environmental requirements of all EU directives.
- **Why it matters:** CE certification covers a wide range of electronics and material safety standards and certifications across countries in the EU. Seeing this certification once again shows a company selling in the U.S. has gone "above and beyond" to ensure consumer safety by global standards.

8) IP76 _____

- **What it is:** "IP" stands for "[Ingress Protection](#)" and is a certification that ensures a product is resistant to water and dust. For kids toys, this is particularly relevant from a durability and use standpoint.
- **Why it matters:** If your kids are like most kids, they have a way of getting things dirty! Seeing IP67 gives consumers confidence that a kids product has been tested for basic durability and can stand up to a reasonable amount of exposure to water and other particles.

9) COPPA Compliance

- **What it is:** [COPPA compliance](#), while not a single specific certification, is critically important for consumers of connected kids devices. This U.S. regulatory law applies to devices such as kids smart watches, cell phones, apps, GPS trackers, or any other data-collecting, connected devices. In order to be COPPA compliant, a company must:
 - 1 Give clear notice of their data collection practices (e.g. publicly available privacy policy)
 - 2 Ensure parental consent for any resulting data collection
 - 3 Protect the confidentiality, security, and integrity of personal information collected from children
- **Why it matters:** In our connected world, data privacy matters more than ever. This is especially true when it comes to kids, as online hacking, predators, and other dangers grow more prevalent. Consumers looking for any connected kids devices this holiday season should look first for mention of COPPA compliance on the product listing or company website, as well as for a clear customer-facing privacy policy.



b. The 4-Step Consumer Check for Spotting Safe Kids Electronics

In the famous Sherlock Holmes detective stories, the inimitable sleuth is famous for saying “Elementary, my dear Watson” when asked how he solved the case. To some extent, solving the case of toy safety is the same.

Does the product listing claim or demonstrate certifications? Does the listing appear low quality with poor images or confusing descriptions? Can you find a company website related to the brand? How about any customer service contact information? These are the simple kinds of questions that are actually incredibly effective in weeding out the bad apples.

We’ve developed the following 4-step approach to help any consumer spot the devices to avoid and have confidence that they’re bringing home family-safe products for their kids.

1. Know your Device

All kids' electronics will be different in one way or another. For example, while some devices will have moving parts, others may have batteries or radio communications. Knowing what **type** of device you have will help you understand what specific safety certifications are most important.

Some simple questions to ask include:

- **Power source:** Is this device powered by AC power (wall plug), traditional battery, or some other power source?
- **Signal type:** Does this device send or emit any signals or communication (e.g. radio waves for remote control cars, or bluetooth signal)?
- **Data transmitting:** Is this a “connected” device that gathers or transmits data?

2. Find the Company Behind Your Device

As explained previously, Amazon’s marketplace is available to virtually anyone. While there’s no requirement that a company or brand have a web presence outside of Amazon, this is something consumers should look for when considering a kids toy. Jump out of Amazon and simply Google the name of the brand selling the product. You shouldn’t have a hard time finding their website. If they don’t have a website, this should raise immediate questions about the company and the potential consumer experience. At minimum, the seller has not prioritized consumer-facing service, or worse, they have something to hide.

If a company lacks any basic web presence, this means they also lack a legal privacy policy or terms and conditions, which should cause any consumer to pause. Potentially even more problematic, the company lacks any form of customer service if you happen to have questions or concerns.

Establishing who is actually behind an Amazon-listed kids product is an essential part of ensuring safety for your kids.



3. Look for the Safety Certifications

Priority Standards: When considering most common types of kids electronics, start with the below “gold-standard” certifications for consumers in the U.S. While the below regulatory compliance and certifications may not be applicable to every kids electronic toy, together they cover most types of devices and should be clearly stated on a company’s listing and website:

EN71 & ASMT (F963) Compliance (e.g. UL or SGS certified): gold standard certification of regulatory compliance and third party testing for kids toys in the US and Europe.

SAR: Mandatory certification for any toys electronics emitting frequencies (e.g. remote controlled toys).

COPPA Compliance: Mandatory requirement for any “connected” kids toy or app that saves or transmits data.

Above & Beyond Standards: For added peace of mind, the below certifications prove material durability, environmentally conscious practices, and international compliance against the regulations of other nations:

RoHS: A European directive proving compliance that reduces hazardous e-waste.

CE: A compliance seal demonstrating safety requirements for legal trade within EU countries (non-mandatory in the U.S.).

IP67: A test for durability and reliability of a product against basic water and dust particles.

CB Scheme: A compliance program covering over 50 countries’ regulations, especially in regard to battery and chemical safety.

CEC: A California-based certification that demonstrates additional environmental safety related to energy consumption and emissions.

When shopping for kids electronics, start with these “Priority Standards” as applicable to your specific device. If none of these certifications are claimed or proven, it’s a good idea to move on.

If you find a claim or proof of the applicable mandatory compliance/certifications, then check to see if any additional certifications are noted from the “Above & Beyond” category. This will help give additional peace of mind that the company has placed safety first as a priority for your family.

For consumers wanting to go the extra mile, there’s nothing that should stop you from contacting the company and asking for documentation related to acquired safety certifications. This should be documentation the company has readily available.

4. Conduct the “Family-Safe Sniff Test”

If you’ve gone through steps 1-3, congratulations! You likely have a good product on your hands. But there’s one final step we recommend any consumer take in order to ensure safety for their family. We call it the “Family-Safe Sniff Test.”

If you’ve reviewed the Amazon listing and found a website, simply ask yourself this: does it sound right? How does the company present itself? Is the wording and language clear? These five elements are particularly important:

- Clear language
- Customer service contact information
- Privacy policy & terms and conditions
- Realistic price
- Robust selling history

We recommend this step because, simply put, **there's nothing that stops a company from claiming safety certifications when in fact they have none**. If a company both claims and details specific safety certifications, has a legal privacy policy and/or terms and conditions, along with a quality website, contact information, market-reasonable price, and a clear/robust selling history, these collectively provide a critical final layer of confidence for consumers.

Put together, the above four steps will help consumers safely and confidently navigate a wild and unpredictable marketplace of online kids electronics. This may mean a bit of extra time or research before clicking the Buy Now button, but the safety of our kids is more than worth it.

4 The Family-Safe Difference

When it comes to your family this holiday season, anything short of truly “Family-Safe” is unacceptable. Throughout this report we’ve explored the sad reality that consumers face when looking for kids electronics online, as well as what they can do to ensure that only safe products enter their household.

What does it really mean for a product or a company to commit to being “Family-Safe”? At [COSMO Technologies](#), we think it comes down to a few simple, but absolutely critical things. All are elements that prove a company has put your family FIRST - your well being, your safety, your happiness. We call it the [COSMO Family-Safe Promise](#) and it’s at the core of [who we are](#):

- 1) Family First Mission:** We are all about technology that puts family first.
- 2) Commitment to Quality:** We’re uncompromising about safety, quality, and reliability in our products. It’s what kids and families deserve.
- 3) Privacy as Primary:** Your data should be yours. Period. That’s why we hold ourselves to the highest data security standards and commit to never selling your information.
- 4) Environmentally Friendly:** We’re committed to protecting kids as well as the world we will leave them. That’s why we’re proud to offset 100% of the plastic we use.
- 5) Affordability for All:** Safety, quality, and connection shouldn’t be a premium. We believe in creating great products at a family-right price for all.

Learn more about [COSMO Technologies](#) and our best-selling [JrTrack 2™ Kids Smartwatch](#).



5 Appendix:

1. Overview of Methodology

a. Data

COSMO's review of top-selling kids electronics on Amazon was conducted using Helium 10 data reports of Amazon category "Kids Electronics," as well as sub-categories "Electronic Pets, MP3 Players, Walkie Talkies."

Top 250 list reviewed by COSMO Technologies is reflective of estimated monthly sales volume as shown in Helium 10 reports for the above categories as pulled on October 5, 2021. Helium 10 lists are estimates of sales volume and may not be exact.

b. Review Methodology

COSMO reviewed each listing for:

- Country of origin, as noted on the Amazon listing
- Any individual external website/web presence beyond the Amazon listing
- Any evidence of privacy policies or terms and conditions (if a site was found)
- Any evidence on the Amazon listing (and if found, website) for mention or evidence of safety certifications, third-party testing, or compliance.
- Any specific certifications: RoHS, CE, SGS., CEC, CB Scheme, SAR, IP67; Any U.S. approved third-party testing: UL, SGS, etc.; Any note of compliance: COPPA, ASTM (F963), or EN71.

COSMO also flagged any listings that were designated as Amazon's Choice during the review process, conducted from October 5 - 12, 2021.

c. Categorization & Findings

Reviewed products were noted as one of three categories:

- 1) Lacking claim or evidence of any compliance, testing, or safety certifications.
- 2) Showing claim of compliance/certification/testing, but lacking any clear detail or evidence/documentation
- 3) Showing claim and/or evidence of clear safety certification/testing/compliance

Companies with products falling into categories 1 and 2 and with contact information available were contacted by COSMO Technologies for detail or evidence of required certifications. If any detail or evidence was provided within two weeks, the product(s) was/were reclassified as category 3.

COSMO identified three products that were clearly designated as bluetooth kids devices yet had no company/brand web presence beyond Amazon. By U.S. COPPA law, companies selling such data-storing and transmitting devices specifically for children are required to have consumer-facing policies available to the public, detailing the use of such data (i.e. "privacy policy"). These were noted in the research as clearly non-COPPA-compliant products being sold on the Amazon platform.

COSMO Technologies reached out to Amazon public relations on October 27, 2021. An Amazon public relations manager quickly responded to a summary of findings. However, when COSMO asked for any on the record comment from Amazon regarding the findings, the company declined to respond further.

2. Complete Inventory of Products Reviewed During 2021 Buyer Beware Study



Product Name	ASIN	Brand	Est. Monthly Sales	Website? (x=Yes)	Category (1,2,3)
Hasbro Gaming Bop It! Game	B01BOV64XU	Hasbro Gaming	1,200	X	3
Niskite Fun Toys for 4-15 Year Old Girls, Handheld Karaoke Microphone for Kids Age 7-14,Birthday Gifts for 8 9 10 11 Years Old Boys Girls Blue	B07T9JQDQK	Niskite	14,907		2
Seckton Upgrade Kids Selfie Camera, Christmas Birthday Gifts for Boys Age 3-9, HD Digital Video Cameras for Toddler, Portable Toy for 3 4 5 6 7 8 Year Old Boy with 32GB SD Card-Blue	B087ZTH98B	Seckton	27,537		1
WowWee Got2Glow Fairy Finder - Electronic Fairy Jar Catches Virtual Fairies - Got to Glow (Blue)	B08TMSGMYW	WowWee	16,287	X	1
Selieve Toys for 3-12 Year Old Boys Girls, Walkie Talkies for Kids 22 Channels 2 Way Radio Toy with Backlit LCD Flashlight, 3 Miles Range for Outside, Camping, Hiking	B07PZCQLJY	Selieve	20,289		1
Flashing Cube Electronic Memory & Brain Game 4-in-1 Handheld Game for Kids STEM Toy for Kids Boys and Girls Fun Gift Toy for Kids Ages 6-12 Years Old	B07YSVBYHW	Winning Fingers	12,923	X	2
Threeking RC Cars Stunt car Remote Control Car Double Sided 360° Flips Rotating 4WD Outdoor Indoor car Toy Present Gift for Boys/Girls Ages 6+	B07GWPVCZK	Threeking	15,509	X	2
Tamagotchi Original 90s, 42881	B08XWNK5TF	Tamagotchi	10,407	X	2
Light Up Country Western Pink Cowgirl Hat	B005SIMUQG	FlashingBlinky Lights	4,664	X	2
Robo Alive Junior Baby Shark Battery-Powered Sing and Swim Bath Toy by ZURU - Daddy Shark (Blue) (Custom Packaging)	B07NH955G3	Robo Alive Junior	9,484	X	3

LOOIKOOS Walkie Talkies for Kids, 3 KMs Long Range Children Walky Talky Handheld Radio Kid Toy Best Gifts for Boys and Girls 3 Pack	B08FX1C88D	LOOIKOOS	4,231		1
Pretext Pack of 2 Cartoon R/C Police Car and Race Car Radio Control Toys for Kids - Each with Different Frequencies So Both Can Race Together	B01CIWDDMO	Pretext	6,752	X	1
Kidzlane Dance Mat Light Up Dance Pad with Wireless Bluetooth/AUX or Built in Music Dance Game with 4 Game Modes Gift Toy for Girls & Boys Ages 6 7 8 Years Old +	B0779GRS9S	Kidzlane	3,915	X	2
Little Live Pets - My Pet Pig Soft and Jiggly Interactive Toy Pig That Walks, Dances and Nuzzles. 20+ Sounds & Reactions. Batteries Included. For Kids Ages 4+ (Piggi Bella)	B09FQ9P7YT	Little Live Pets	2,511	X	2
Invisible Ink Pen, MALEDEN Upgraded Spy Pen Invisible Ink Pen with UV Light Magic Marker for Secret Message and Kids Halloween Goodies Bags Toy (6pcs)	B07CPKYJNC	MALEDEN	5,109		1
Move2Play Bluetooth & 30 Famous Songs Kids Karaoke Microphone, Gift for Girls & Boys Age 4 5 6 7 8 Years Olds	B08YHCK77J	Move2Play	8,426	X	2
Agoigo Kids Waterproof Camera Toys for 3-12 Year Old Boys Girls Christmas Birthday Gifts Kids Underwater Sports Camera HD Children Digital Action Camera 2 Inch Screen with 32GB Card (Blue)	B088FJ6F1R	Agoigo	5,139		1
Move2Play Kidz Bop Karaoke Microphone Gift, The Hit Music Brand for Kids	B08WM1PJNN	Move2Play	3,858	X	2
Aikmi Walkie Talkies for Kids 22 Channel 2 Way Radio 3 Miles Long Range Handheld Walkie Talkies Durable Toy Best Birthday Gifts for 6 Year Old Boys and Girls fit Adventure Game Camping (Blue Camo 1)	B07DGF5MD5	Aikmi	3,218		1
RenFox Kids Musical Mats, Music Piano Keyboard Dance Floor Mat Carpet Animal Blanket Touch Playmat Early Education Toys for Baby Girls Boys (43.3x14.2in)	B07MBDZCXT	RenFox	4,669		1
Power Your Fun Robo Pets Unicorn Toy for Girls and Boys - Remote Control Robot Toy with Interactive Hand Motion Gestures, STEM Toy Program Treats, Walking and Dancing Robot Unicorn Kids Toy (Pink)	B07W9G64V9	Power Your Fun	3,611	X	2
Monster Jam, Official El Toro Loco Remote Control Monster Truck, 1:24 Scale, 2.4 GHz, for Ages 4 and up	B08FCRT7WC	Monster Jam	5,822	X	1
TEMI 8 Channels 2.4G Remote Control Dinosaur for Kids Boys Girls, Electronic RC Toys Educational Walking Tyrannosaurus Rex with Lights and Sounds Powered by Rechargeable Battery, 360° Rotation Stunt	B07DGTSQ21	TEMI	4,341		2
SUNLIN Dance Mat - Dance Mixer Rhythm Step Play Mat - Dance Game Toy Gift for Kids Girls Boys - Dance Pad with LED Lights, Adjustable Volume, Built-in Music, 3 Challenge Levels (35.4"x36.6")	B08PF4T8W1	SUNLIN	3,120	X	2
2-in-1 LED Light Up Swords Set FX Double Bladed Dual Sabers with Motion Sensitive Sound Effects (2 Pack)	B00065GFG	Liberty Imports	961		1
Beijue 16 Bit Handheld Games for Kids Adults 3.0" Large Screen Preloaded 100 HD Classic Retro Video Games no Need WiFi USB Rechargeable Seniors Electronic Game Player Birthday Xmas Present (Black)	B07PP5B6P6	Beijue	3,142		1
Ourlife Kids Waterproof Camera Gifts for Girls, 1080P HD Digital Video Camera with 2.4" IPS Screen, Fill Lights, Children Selfie Underwater Camera Toy for Girls 6-15 with TF Card, Silicone Handle	B08G1FZ56H	Ourlife	2,734	X	1
Spy Ninjas New Recruit Mission Kit from Vy Qwaint and Chad Wild Clay	B08DGNHT92	Spy Ninjas	6,612	X	1

ATOPDREAM Cool Fun Toys for 3-12 Year Old Boys Girls, Flashing LED Light Gloves Glow Gloves Autism Toys for Age 3-12 Boys Girls Birthdays Halloween Christmas Carnival Gifts	B0792VGBYL	TOPTOY ATOPDREAM	3,150	X	1
Soomo Toys for 6-9 Year Old Boys, RC Robot Gifts for Kids Intelligent Programmable Robot with 2.4GHz Sensing Gesture Control - Upgraded Version	B08CH4TFC6	SOOMO	1,758		1
Star Wars The Child Animatronic Edition 7.2-Inch-Tall Toy by Hasbro with Over 25 Sound and Motion Combinations, Toys for Kids Ages 4 and Up	B084PTVQLZ	STAR WARS	3,240	X	3
Spin Master Games Perplexus Beast, 3D Maze Game with 100 Obstacles (Edition May Vary), Model Number: 6037973	B01N4H4NZY	Spin Master	n/a	X	2
VOVRU Invisible Ink Pen 24Pcs Spy Pen with UV Light Magic Marker Kid Pens for Secret Message and Birthday Party, Writing Secret Message for Easter Day Halloween Christmas Party Bag Gift	B07RPHCLPY	VOVRU	3,855		1
Retevis RT628 Walkie Talkies for Kids, Walky Talky, Key Lock, VOX Crystal Voice, Easy to Use, Christmas Gifts for Boys Girls Kids (Black, 2 Pack)	B00GU4O3LC	Retevis	3,025	X	2
Kids Smart Watch for Boy, Toys for 3-10 Year Old Boys 1.54" HD Touchscreen Toddler Watch with Dual Camera, Games, Music Player, Pedometer Kids Watches Toys Birthday Gifts for Boys Ages 5 6 7 8	B09B5XK4PL	Vakzovy	2,607		1
Little Live Pets - Lil' Hamster: Poppello & House Playset Interactive Toy Hamster. Scurries, Sounds, and Moves Like a Real Hamster. Soft Flocked. Batteries Included. For Kids 4+	B08S34HD7P	Little Live Pets	1,746	X	2
Toys for 4-12 Year Old Boys or Girls, Selieve 3 Pack Walkie Talkies Outdoor Indoor Stem Toys 3 KM Range 22 Channels 2 Way Radio, Gifts for 3-10 Year Old Boys or Girls	B08TQLJHN2	Selieve	2,462		1
Dolanus Transform Robot RC Car - Remote Control Car Contains All Batteries: One-Button Deformation and 360 Degree Rotating Drifting, Present Gift for Boys/Girls	B08XTYYKZY	Dolanus	5,076		1
JOYIN Light Up Saber 2-in-1 LED FX Dual Light Swords Set with Sound (Motion Sensitive) and Realistic Sliver Handle for Halloween Costume Accessories, Xmas Presents, Galaxy War Fighters and Warriors	B07GK6XM88	JOYIN	1,606	X	1
Paw Patrol, Chase Remote Control Police Cruiser with 2-Way Steering, for Kids Aged 3 and Up	B07T32R5DF	Paw Patrol (SpinMaster)	2,192	X	2
Topsung M880 Walkie Talkies for Adults (Blue 2 Pack)	B08XQM2GMK	Topsung	3,604		2
SGILE RC Robot Toy, Gesture Sensing Remote Control Robot for Kid 3-8 Year Birthday Gift Present, Blue	B07C147N9F	SGILE	1,914	X	1
eKids Frozen Sing Along Boom Box Speaker with Microphone for Fans of Frozen Toys for Girls, Kids Karaoke Machine with Built in Music and Flashing Lights	B0864QFCCT	eKids	1,785	X	1
Aquat Light up EL Wire Neon Rave Glasses Glow Flashing LED Sunglasses Costumes for Party, EDM, Halloween RB01	B012KMPIBQ	Aquat	1,408		1
VTech KidiZoom Camera Pix, Blue (Frustration Free Packaging)	B01FMK17TK	VTech	2,312	X	1
Simon Micro Series Game, Single	B00N4OP3OW	Hasbro Gaming	2,348	X	3
Moose Racing Flipside Game, Electronic Handheld Game Flip, Slide, and Match the Colors to Beat the Clock - 4 Game Modes - Multiplayer Fun, Black, 3.23" x 8.66" x 10.28"	B079D7XHSY	Moose Racing	1,356	X	2
Tamagotchi Pix - Ocean (Blue) (42903)	B08XWMW64X	Tamagotchi	1,393	X	2

ALLCELE Robot Toys, Rechargeable RC Robots for Kids Boys, Remote Control Toy with Music and LED E1, Gift for Children Age 3 Years and Up - Blue	B098WN7LRX	ALLCELE	979		1
3 pack 3 colors Light Up Saber with FX Sound(Motion Sensitive) and Realistic Handle for Kid, Expandable Light Swords Set for Halloween Dress Up Parties, Xmas Present, Galaxy War Fighters and Warriors	B0894ZCCNM	LESUTER TOYS	1,469	X	1
Rindol Toys for 4-9 Year Old Girls,Kids Camera Compact for Child Little Hands, Smooth Shape Toddler Camera, Best Birthday Gifts for 4 5 6 7 8 9 Year Old Girls with 16GB Memory Card	B089DK6RHX	Rindol	2,797		1
Monster Jam, Official 12-Pack of 1:64 Scale Die-Cast Monster Trucks, Amazon Exclusive	B084BN3P3F	Monster Jam	1,840	X	1
Walkie Talkies for Kids Adults Long Range Rechargeable 3 Pack, Drop Proof Walkie Talkies Toys Gifts for Girls Boys Age 3 5 6 8 9 12, USB Walkie Talkies for Outdoor Indoor Play Camping Birthday Party	B0861W3XZ9	Topsung	504		2
SyPen Invisible Disappearing Ink Pen Marker Secret spy Message Writer with uv Light Fun Activity Entertainment for Kids Party Favors Ideas Gifts and Stock Stuffers (12 Pack)	B06WRR9QZN	SyPen	1,210	X	1
PlayZoom Kids Smartwatch - Video and Camera Selfies Music Learning Educational Fun Interactive Games Touch Screen Sports Digital Watch Birthday Gift for Kids Toddlers Boys Girls Fun Prints	B07ZQRGDQ2	PlayZoom	952	X	1
GKTZ Kids Video Camera Digital Cameras Camcorder Birthday Gifts for Boys and Girls Age 3 4 5 6 7 8 9,HD Children Videos Recorder Toy for Toddler with 32GB SD Card - Blue	B087TG7QLZ	GKTZ	2,123		1
Desuccus Kids Camera Video Digital Camera for Kids Birthday Gifts for Boys and Girls Kids Toys 3-8 Year Old Toddler Video Record Camera 5 Puzzle Games 32GB SD Card (Blue)	B08FX68GFT	Desuccus	1,623	X	1
Tamagotchi 42833 On - Fairy (Blue)	B06WVSJKZ5	Tamagotchi	1,919	X	1
Walkie Talkie, MOICO Long Range Walkie Talkies for Adults with 22 FRS Channels, Two Way Radio with VOX LCD Display with LED Flashlight for Biking Hiking Camping (Black)	B088H1BKDX	MOICO	1,753	X	3
Retro Handheld Game Console with Protector Case, 400 Free Classical FC Games Support for Connecting TV & Two Players, Portable Video Game Gifts for Adults & Kids 8-12 90s Retro Toys	B086LCX7LK	Ksasmile	2,181		1
Digimon Bandai Original Digivice Virtual Pet Monster - Black	B08CXRCY8W	DIGIMON	1,228	X	1
Glow Sticks Bulk - 24 Pcs LED Foam Sticks Glow Batons with 3 Modes Flashing Effect, Glow in The Dark Party Supplies by ColorHome	B07CPRP94L	ColorHome	1,801		1
Obuby Toys for 3-12 Year Old Boys, Walkie Talkies for Kids 22 Channels 2 Way Radio Gifts Toys with Backlit LCD Flashlight 3 KMs Range Gift Toys for Age 3 up Boy and Girls to Outside, Hiking, Camping	B085Y6TS3S	OBUBY	5,465		1
Kangaroo Flashing LED Light Up Toys, Bumpy Rings, 18 Pack	B00SSRJ63Y	KANGAROO	1,787		1
Wireless Karaoke Microphone for Kids,Evassal Kids Microphone for Birthday Gifts, Toys for 4-14 Year Old Girls Boys	B094Q6LVNF	Evassal	1,117		1

FlashingBlinkyLights Red Light Up Cross Saber with Sound Effects	B01FGO3QKU	FlashingBlinky Lights	649	X	2
Jada Toys Disney Junior Mickey Mouse Clubhouse Roadster RC Car Red, 7"	B00GM1R5O0	Jada Toys	2,142	X	2
Obuby Toys for 3-12 Year Old Boys Girls Walkie Talkies for Kids 22 Channels 2 Way Radio Gifts with Backlit LCD Flashlight 3 KMs Range Gift Toy for Boy Girl to Outside, Camping, Hiking	B094MKZGZ8	OBUBY	1,849		1
Tamagotchi Star Wars: R2-D2 Classic White (88821)	B097Z451CX	Tamagotchi	1,878	X	1
Light Up Saber 2-in-1 LED FX Dual Red Light Swords Set with Sound (Motion Sensitive) and Realistic Handle for Halloween Costume Accessories, Xmas Presents, Galaxy War Fighters and Warriors	B08JPLDB23	JOYIN	497	X	1
RKITOY Walkie Talkies for Kids Rechargeable 2 Pack, Toys for 3 4 5 6-12 Year Old Boys Girls, Gifts with Wireless Bluetooth & TF Card Toy for Age 3-12 Year Old Boy and Girl to Outdoor, Camping, Hiking	B091YL79HD	RKITOY	141		1
Yehtta Kids Smart Watch Toys for 3-8 Year Old Boys Toddler Watch HD Dual Camera Watch for Kids All in one Birthday Gifts for 6-10 Years Old Boys Blue Kids Watch Christmas Toys for Kids	B087X56VKZ	Yehtta	628		1
[Update Adjustable Volume Control] Dancing Cactus Toy Talking Cactus Toy for Babies Repeats What You Say Singing Mimicking Repeating The Cactus Plush Electric Toy with Colorful Glowing (120 Songs)	B099DXDMS9	Emoin	2,105		1
Kids Camera Toys Gifts for Boys, Rechargeable Digital Video Shockproof Camcorder with Front Rear Dual-Lens, Best Birthday for 3-8 Years Old Boys Gifts - 32GB SD Card Included	B08CZR75XX	goopow	420		1
FlashingBlinkyLights Light Up Iridescent Space Cowgirl Hat	B08Q8Q52N6	FlashingBlinky Lights	592	X	2
Threeking Rc Robot Toys Gesture Sensing Remote Control Programmable Robot Toy for 6+ Years Old Kids Birthday Present Gift	B075GFZ27T	Threeking	954	X	2
Educational Insights BrainBolt Brain Teaser Memory Game, Stocking Stuffer for Kids, Teens & Adults, Brain Game, Ages 7 to 107	B07G4HP6QM	Educational Insights	1,417	X	1
Joyjoz Baby Musical Mats with 25 Music Sounds, Musical Toys Child Floor Piano Keyboard Mat Carpet Animal Blanket Touch Playmat Early Education Toys for Baby Girls Boys Toddlers (1 to 5 Years Old)	B08CK9QQMH	Joyjoz	520		1
Threeking RC Cars Stunt car Remote Control Car Double Sided 360° Flips Rotating 4WD Indoor Outdoor car Toy Present Gift for Boys/Girls Ages 6+	B07L2XCG7Y	Threeking	1,139	X	2
Goopow Kids Camera Toys for 3-8 Year Old Boys, Children Digital Video Camcorder Camera with Cartoon Soft Silicone Cover, Best Christmas Birthday Festival Gift for Kids - 32G SD Card Included (Light Blue)	B07VW8KWLR	goopow	930		1
Ruko Smart Robots for Kids, Large Programmable Interactive RC Robot with Voice Control, APP Control, Present for 4 5 6 7 8 9 Years Old Kids Boys and Girls	B085WPHTHW	Ruko	1,084	X	2
2.4Ghz Remote Control Dinosaur Toys, Walking Robot Dinosaur with LED Light & Sound, Simulation T-rex RC Dinosaur Toys for Boys	B08D893ZQL	TEMI	810		2
Light Up Frozen Snowflake Wand	B01BLPIV62	FlashingBlinky Lights	893	X	2

Wishouse 2 Rechargeable Walkie Talkie for Kids with Charger Battery,Family Walky Talky for Adult Cruise Ship, Outdoor Camping Hiking Fun Toys Birthday Xmas Gift for Girls Boys Blue	B07QHX5H54	Wishouse	740		2
Luoba Kids Camera Waterproof Children Digital Camera for Kids Birthday Gifts Age 3-10,FHD Video Toddler Toy Camera for 3 4 5 6 7 8 Year Old Boys, Girls with 32GB SD Card (Blue)	B08XKF6MNB	Luoba	1,410		1
New Random Color 49 Pets in One Virtual Pet Cyber Pet Toy Retro Funny AR Kitty Dogs Panda T-Rex and Other Pets and Plenty Other Animals for Kids Adults Nostalgic 90s Toy (A-Blue)	B09GKQ2G5T	Volit	11,367		1
Kids Walkie Talkies 3 Pack, WOSPORTS 2 Way Radio Toy Walkie Talkies for Kids, 3 Km Long Range 22 Channels Children Walkie Talkies for Girls Boys Outdoor Games Adventures Camping Hiking	B088SR62CZ	WOSPORTS	419	X	1
[Upgraded] PROGRACE Kids Camera Waterproof Action Video Digital Camera 1080 HD Camcorder for Boys Toys Gifts Build-in Game (Green)	B07DFHYJBR	PROGRACE	882		1
VTech Myla's Sparkling Friends, Ava The Fox	B085TKLJW3	VTech	1,020	X	3
FlashingBlinkyLights Light Up White Super Star Princess LED Wand	B076CT3F55	FlashingBlinky Lights	868	X	2
STEAM Life Walking Dinosaur Toys for Kids - Robot Dinosaur Toys for Boys - Mouth Moves Roars and Lights Up - Electronic Dino Toys Dinosaur Toys for Boys and Girls 3 4 5 6 7 Year Old	B07TTKDXRW	STEAM Life	1,085		2
BFUNTOYS Remote Control Dinosaur, Walking Dinosaur and 9 Dinosaur Figures Toys for Kids 3 4 5 6 7 8+Years Old Boys with Dance&Fight Mode, Roar&Light, Big Robot T-Rex Toy Electronic Dinosaur for Toddler	B08R7DYW8D	BFUNTOYS	704		1
IllumiPeg Dinosaur Refill templates for Basic Fun Lite Brite Magic Screen Retro Style (12 Sheets, 6x8)	B079WKG4S	IllumiPeg	935	X	1
WowWee Pinkfong Baby Shark Official - Step & Sing Piano Dance Mat, Multicolor	B08CTS9J22	WowWee	399	X	2
L P Kids Karaoke Machine with 2 Microphones and Adjustable Stand, Music Sing Along with Flashing Stage Lights and Pedals for Fun Musical Effects	B017KYO0UE	Little Pretender	841	X	1
Sphero Mini (Blue) App-Enabled Programmable Robot Ball - STEM Educational Toy for Kids Ages 8 & Up - Drive, Game & Code with Sphero Play & Edu App, 1.57"	B072B6QVW	Sphero	3,185	X	3
GOCOM Walkie Talkies for Kids, Kids Toys Handheld Child Gift Walky Talky, Two-Way Radio Boys & Girls Toys Age 3-12,for Indoor Outdoor Hiking Adventure Games	B07X35HMHQ	GOCOM	1,125		3
furReal North The Sabertooth Kitty Interactive Plush Pet Toy, 35+ Sound & Motion Combinations, Ages 4 and Up	B083TFVSDG	FurReal friends	541	X	3
Kindi Kids Show N Tell Pets - Caterina The Kitten - 4" Pet and Shopkin Accessory - 2pc	B08GD3ZH55	Kindi Kids	996	X	2
Purse Pets, Leoluxe Leopard Interactive Purse Pet with Over 25 Sounds and Reactions, Kids Toys for Girls Ages 5 and up	B08SR7JFPQ	Purse Pets	379	X	3
Liberty Imports Cute Little Puppy - Flip Over Dog, Somersaults, Walks, Sits, Barks	B00YD4CZ3Y	Liberty Imports	770		2
Giga Pets AR Cute Puppy Dog Virtual Animal Pet Toy, Upgraded 2nd Edition with New App, Glossy New Purple Housing Shell, for Kids of... All Ages! Nostalgic 90s Toy, 3D Pet Live in Motion	B088P7BCKM	Top Secret Toys	870	X	2

FurReal Snackin' Sam The Bronto Interactive Animatronic Plush Toy, 40+ Sounds and Reactions, Ages 4 and up	B08F2P8LW9	FurReal	569	X	2
2021 New Random Colors 49 Pets in one Virtual pet Network pet Toys Popular Entertainment AR Kittens and Dogs Tyrannosaurus and Other Pets and Many Other Children's Adult Old 90-Year-Old Toys (1-Blue)	B09HH4JRSS	SNIFITAR	n/a		1
HEXBUG Nano 5 Pack - 4 nanos Plus Bonus Flash Nano - Sensory Vibration Toys for Kids and Cats - Small HEX Bug Tech Toy - Batteries Included - Multicolor	B088Y7ZCXR	HEXBUG	1,027	X	3
Little Live Pets Unicorn - Butterbow	B07PZY4GML	Little Live Pets	3,331	X	2
Tamagotchi Hello Kitty (42892)	B08GYJHHVH	Tamagotchi	762	X	1
ZURU ROBO ALIVE Fish-SERIES1 2PK(Blue+Red) (7141B-S001)	B08LZTQQZL	ZURU ROBO ALIVE	1,161	X	3
STEAM Life Remote Control Dinosaur Toys for Kids 3 4 5 6 7+ Light Up & Realistic Roaring Sound - T rex Dinosaur Toys - Electronic Walking Dinosaur Toys - Dinosaur Robot Toy for Kids Boys Girls (Brown)	B08R89PQ5F	STEAM Life	1,014		2
FurReal Walkalots Big Wags Interactive Kitty Toy, Fun Pet Sounds and Bouncy Walk, Ages 4 and up (F1998)	B08QVHTYQS	FurReal	1,081	X	3
Little Live Pets Bird with Cage - Rainbow Glow - Styles May Vary	B079G4W2KS	Little Live Pets	1,425	X	2
PESUMA Remote Control Dinosaur Toys for 3-5 Year Old Boys Girls, LED Light Up Walking and Roaring Realistic T-Rex Dinosaur Toy with Glowing E1 Projection Spray Function for Kids Gifts Age 3+	B08QD6RJJS	PESUMA	364		2
Windy City Novelties LED Light Up and Walking Realistic Dinosaur with Sound	B01MUQX9R2	Windy City Novelties	627	X	1
FANURY Remote Control Dinosaur Toys for 3-12 Year Old Boys Girls, LED Light Up Walking and Roaring Realistic T-Rex DiOsaur Toy with Glowing E1 Projection Spray Function for Kids Gifts Age 3+	B08HYMCWK7	FANURY	569		2
FurReal Walkalots Big Wags Unicorn	B07RFZXTWW	FurReal	662	X	3
New Random Color 49 Pets in One Virtual Pet Cyber Pet Toy Retro Funny AR Kitty Dogs Panda T-Rex and Other Pets and Plenty Other Animals for Kids Adults nostalgic 90s Toy (B-Blue)	B09GKP2KJ3	Volit	11,404		1
HEXBUG Scorpion, Electronic Autonomous Robotic Pet, Ages 8 and Up (Random Color)	B07VL8G6G6	HEXBUG	417	X	3
Tuko Jurassic World Dinosaur Toys LED Light Up Walking and Roaring Realistic t rex Dinosaur Toys for 3-12 Years Old Boys and Girls (Light T-rex)	B07Q76GQTT	Tuko	609		2
Little Live Pets Lil' Dippers Fish - Magical Water Activated Unboxing and Interactive Feeding Experience - Bellariva	B084NW1VMZ	Little Live Pets	609	X	2
amdohai Interactive Puppy - Smart Pet, Electronic Robot Dog Toys for Age 3 4 5 6 7 8 Year Old Girls, Gifts Idea for Kids • Voice Control & Intelligent Talking (Dark Purple)	B07Q79TPRN	amdohai	500		1
Tamagotchi Demon Slayer Kisatsutaitchi (Japanese Version) (88428)	B08BNVZDVH	Tamagotchi	658	X	3
D.Y. TOY Weazel Ball - The Weasel Rolls with Ball	B000PKFJKG	D.Y. Toy	641		2
Pets Alive Boppi The Booty Shakin Llama Battery-Powered Dancing Robotic Toy by Zuru White	B07MX77L6H	Pets Alive	276	X	3

Power Your Fun Robo Pets Robot Dog Toy for Kids - Remote Control Robot Puppy Interactive STEM Toy for Boys and Girls (Blue)	B07W9G6WCR	Power Your Fun	308	X	1
FINGUARD Remote Control Dinosaur for Boys 4-7, RC Velociraptor Walking Dinosaur Remote, Electronic Pet Robot Dinosaur with Lights and Roaring Sounds, Dino Gift for Kids 3 4 5 6 7+ Years Old Boys Girls	B097XTBGD8	FINGUARD	175		1
FurReal friends E85935S1 furReal Plum, The Curious Panda Cub Interactive Plush Toy, White-Black	B07QMN2WM	FurReal friends	234	X	3
TBUIAL Mini Electronic Pet Machine Virtual Electronic Digital Pets Keychain nostalgic Retro Handheld Game Console Toys for Kids Adults Ornaments Children's Gifts	B09HGY8LTT	TBUIAL	n/a		1
Skylety 3 Pieces Virtual Electronic Digital Pets Keychain Game Keyring Electronic Toys nostalgic Virtual Digital Pet Retro Handheld Game Machine (3 Pieces, Rose Red, Yellow, Blue)	B07P7VZZPF	Skylety	382		2
BIRANCO. Updated 2019 Smart Puppy - Remote Control, Gesture Control, STEM Programmable Actions, Lights and Sounds Electronic Pets Dog Toys, Ages 3 and Up (Pink)	B07V45HTG5	BIRANCO.	301		1
Robo Alive Slithering Snake Battery-Powered Robotic Toy by ZURU, Orange	B072BH1C3L	Robo Alive	225	X	3
FurReal Poopalots Big Wags Interactive Pet Toy, Connectible Leash System, Ages 4 and Up	B07VXC19LV	FurReal	326	X	3
Robo Alive Lurking Lizard Battery-Powered Robotic Toy (Green + Blue) by ZURU	B071NMC7X2	Robo Alive	300	X	3
Robo Alive Lurking Lizard Battery-Powered Robotic Toy (Red + Blue) Series 2, Small	B071RSFY1B	Robo Alive	262	X	3
KaeKid Robots for Kids, Interactive Smart Robotic with Touch Sensor, Voice Control, Speech Recognition, Singing, Dancing, Repeating and Recording, Robot Toy for 3 4 5 6 7 8 Year Old Boys Girls	B0943TL9DQ	KaeKid	409		2
Robo Alive Crawling Spider Battery-Powered Robotic Toy by ZURU	B07CRZZ77T	Zuru	230	X	3
Tamagotchi PAC-Man Device - Black Maze, 42852	B083VYFV55	Tamagotchi	485	X	3
furReal Mama Josie The Kangaroo Interactive Pet Toy, 70+ Sounds & Reactions, Ages 4 & Up	B07ZYCB7SJ	FurReal friends	358	X	3
FurReal GoGo My Dancin' Pup Interactive Toy, Electronic Pet, Dancing Toy, 50+ Sounds and Reactions, 5 Different Songs, Ages 4 and Up	B08SPN5LCD	FurReal	123	X	2
Little Live Pets Lil' Mouse Trail	B00UA91ZM8	Little Live Pets	209	X	2
Silicone Case Cover Protective Skin for Tamagotchi on Interactive Pet Game Machine, Protective Sleeve Shell for Tamagotchi On 4U+ PS mix iD L and Meets with Hand Strap (Blue)	B08HQDMX5C	JCHPINE	141		1
Perfect Petzzz Original Petzzz Cocker Spaniel, Realistic, Lifelike Stuffed Interactive Pet Toy, Companion Pet Dog with 100% Handcrafted Synthetic Fur	B004014QO6	Perfect Petzzz	493	X	1
FUN LITTLE TOYS 10" 7 Headed Robo Alive Dragon Toys, Mechanical Action Figure Orange Dragon Walking with Lights and Sounds, Party Decorations Supplies Birthday Gifts Favors for Kids Boys Girls	B07Y9KTF68	FUN LITTLE TOYS	234	X	3

Dinosaur Toys for 3-5 Year Old Boys Girls, Electronic Dinosaur Toy Walking with LED Light Up Roaring Realistic Simulation Sounds Dino Remote Control Dinosaur Toys for Kids Gifts Age 3 4 5 6 7	B087GHRTRZ	GOTDAYJOY	462		1
furReal Poopalots Big Wags Interactive Pet Toy, Connectible Leash System, Ages 4 and Up	B07VWCKMQV	FurReal friends	331	X	3
Little Live Pets- My Pet Pig: 'Piggi Bella'	B098FD1LX7	Little Live Pets	58	X	2
Dancing Cactus Toy,Mimicking Repeats What You Say and Sing Electronic Plush Educational Repeating Talking Toys Gift for Boy Girl Kids 120 English Hit Song Wriggle 6 Color Changes Glow	B096XWR5SJ	Chiachi	373		1
Westminster Casanova The Mechanical Kitten - Orange Striped	B019AD6M40	Westminster	248		1
Little Live Pets Turtle - Powder	B00U1MF62E	Little Live Pets	376	X	2
Liberty Imports Dino Planet Battery Operated Walking Fire Dragon Toy with Shaking Head, Light Up E1 and Sounds (Walking Dragon)	B07JFTNJ1J	Liberty Imports	431		2
New Random Color 49 Pets in One Virtual Pet Cyber Pet Toy Retro Funny AR Kitty Dogs Panda T-Rex and Other Pets and Plenty Other Animals for Kids Adults nostalgic 90s Toy (A-Pink)	B09GKT2MRF	Volit	11,404		1
FurReal Walkalots Big Wags, Pup	B07F46W4LJ	FurReal friends	178	X	3
Walking Dog Toys, Barking Puppy Pet Dogs,Walking, Barking, Wagging Tails, Interactive Toy Dogs For Kids, Cultivating Children To Love Animals Since Childhood, The Best Gift To Accompany Your Child's Growth	B098NP9JXY	CHAOKUBITY	128		1
Electronic Walking Dinosaur T-Rex with Simulated Flame Spray Fire Breathing, Water Mist Spray, Laying Eggs, Light Up E1, Roaring Sound, Realistic Tyrannosaurus, Toy for Boys Kids Girls Ages 3+	B07ZDN5NK5	WESPRESX	305		1
Pets Alive Fifi the Flossing Sloth Purple - 11" Interactive Animal Dancing Robotic Plush Toy with 3 Songs, Floss Dance, Adorable Gift, Party Plush Toy Kids Ages 3+	B083TKK6H5	Pets Alive	1,080	X	3
RACPNE Remote Control Robot Dog Toy, RC Interactive Intelligent Walking Dancing Programmable Robot Puppy with Gesture Sensing, Lights and Sounds for Girls, Gifts for Kids Ages 3 and Up, Pink	B083BVPHP6	RACPNE	319		2
AMENON Transforming Dinosaur Car Toys with LED Light Music Automatic Deformation Dino Race Car Xmas Toys for Kids Boy Girls Toddlers 3 Year Old and Up Birthday Holiday Christmas Toy Gifts	B08CVMQZPL	AMEON	276		1
Little Live Pets Rainglow Unicorn Vet Set - Interactive Pet Unicorn, Multicolor	B07NSS34SF	Little Live Pets	197	X	2
Pets Alive Rainbow Bonnie The Booty Shakin Llama Battery-Powered Dancing Robotic Toy by ZURU	B07XYQV9S3	Pets Alive	420	X	3
Protective Hard Case and Silicone Cover for Tamagotchi on Interactive Pet Game Machine, Travel Case Storage and Cover Shell for Tamagotchi On 4U+ PS mix iD L and Meets (only case) (Black)	B08FC56ZVF	JCHPINE	200		2
Spinosaurus Toy, Remote Control Dinosaur 20-inch Big Action Figure Walking Robot Dancing Dinosaur RC Toys with LED Light and Roaring Realistic Simulation Sounds for 3+ Year Old Boys Girls Kids Gifts	B08CR6DZ8V	Acksonse	189		2

VTech Myla The Magical Unicorn	B07PWKL3CY	VTech	252	X	3
Robo Alive Dragon Blue	B07NP9ZP5B	Robo Alive	134	X	3
MoonBaby Remote Control Dinosaur Toys, 2.4Ghz 8 Channels Shake Head and Tail Rechargeable Electronic Pet with Lights and 3 Sounds Simulation Velociraptor Gifts for Kids (Yellow)	B095X85KXP	MoonBaby	411		2
Hatchimals Pixies Riders, Wilder Wings Starlight Pixie and Unicorn Glider with 16 Wing Accessories (Style May Vary)	B08FCQRBYG	Hatchimals	225	X	3
Haktoys Singing & Chirping Bird in a Cage, Moving Beak and Tail Sound Activated and Battery Operated Realistic Parakeet on a Tree Branch - Colors May Vary Great Desk and Room Accessory	B01BLUZQ2E	Haktoys	176	X	1
WowWee Fingerlings - Interactive Baby Monkey - Bella (Pink with Yellow Hair) By WowWee	B01N6QF74C	WowWee	236	X	3
Wesprex Remote Control Walking Dinosaur T-Rex with Water Mist Spray, LED Light Up E1 & Back, Roaring Sound, Realistic Tyrannosaurus, Toy for Boys Kids Girls Ages 3 4 5 6 7 Year Old - Blue	B08J1M8XJB	WESPRESS	212		1
Virtual Electronic Digital Pets Keychain Game Keyring Electronic Toys nostalgic Virtual Digital Pet Retro Handheld Game Machine (Blue)	B09HCKR51V	MLAGJSS	77	X	2
Fingerlings - Interactive Baby Monkey - Mia (Purple with White Hair) By WowWee	B01MY7ZUHC	WowWee	174	X	3
Dinosaur for Kids Boys Girls, Electronic Automatic Walking Dinosaur Toys, Mechanical Dinosaur Toys with Water Mist Spray&Lights Up&Realistic Sounds Cool Dinosaur (Upgrade) with Launcher can shooting	B09493LPBF	Nununary	467		1
Owleez, Flying Baby Owl Interactive Electronic Pet Toy with Lights and Sounds (White), for Kids Aged 6 and up	B07P6Y6478	Owleez	302	X	2
TEMI Electronic Walking Dinosaur with Projection, Flashing Horns and Can Lay Eggs, Jurassic Tyrannosaurus Roars, Moves Mouth and Wags Tail, Battery Powered Robotic T Rex Toy for Boys & Girls (Large)	B07MMDTV4B	TEMI	219		2
FurReal Walkalots Big Wags, Kitty	B07F46W4LK	FurReal friends	170	X	2
FurReal Fuzzalots Bunny Interactive Animatronic Color-Change Toy, Lights and Sounds, Electronic Pet, for Kids Ages 4 and up	B08SPD184C	FurReal	177	X	2
GoolRC Remote Control Dinosaur for Kids, 2.4Ghz Simulation RC Dinosaur, Electronic Velociraptor Toy Walking with LED Light Up Roaring for Boys and Girls	B08SVQ8DTP	GoolRC	23	X	1
FurReal Moodwings S0w Dragon Interactive Pet Toy, 50+ Sounds & Reactions, Ages 4 and Up (Amazon Exclusive)	B085R45RN9	FurReal	232	X	2
FurReal Kami, My Poopin' Kitty	B01KCEAXLE	FurReal friends	152	X	2
Zoomer Hungry Bunnies Chewy, Interactive Robotic Rabbit That Eats, Ages 5 & Up	B07B82GNRY	Zoomer	179	X	2
Haktoys Flip Over Puppy Battery Powered Dog Somersaults Walks Sits Barks for Animal and Pet Loving Toddlers & Kids	B01L26KQQ8	Haktoys	227	X	1
Lumies Dazzle Gogo	B07NQJK2D8	Lumies	123	X	1
Seckton Upgrade Kids Selfie Camera, Christmas Birthday Gifts for Age 3-8, Kids Digital Cameras with HD Video, Portable Kids Camera, Toddler Toy for 3 4 5 6 7 8 Year Old Boy with 32GB SD Card (Blue)	B09DXY4SQY	Seckton	545		1

Miiulodi Kids Waterproof Camera for Kids Birthday Gift for Girls 1080P Children Digital Camera Underwater Video Toddler Camera Christmas Toys for Age 3 4 5 6 7 8 Years Old Boys with 32GB Card	B09B8HR2FS	MIIULODI	547		1
Toniebox Starter Set with Elsa, Ariel, Cinderella, Simba, and Playtime Puppy - Imagination Building, Screen-Free Digital Listening Experience That Plays Stories, Songs, and More - Pink	B093R3FS8T	Tonies	457	X	3
Toniebox Starter Set with Playtime Puppy and Creative Audio Character - Imagination-Building, Screen-Free Digital Listening Experience That Plays Stories, Songs, and More - Green	B08FCTHSL6	Tonies	906	X	3
VATENIC Kids Toys for 3-10 Year Old Boys Girls, Kids Camera 1080P 2inch HD Children Digital Cameras for Girls Best Birthday Toys, Toddler Camera Gift for 3-9 Year Old Boy (with 32G SD Card) (Blue)	B08929LDCW	VATENIC	796		2
DEKER Kids Camera Waterproof Boys Girls Toys 3-12 Year Old Christmas Birthday Gifts Kids Underwater Mini Camcorder Cameras Children HD Digital Action Camera 2 Inch IPS Screen with 32GB Card (Blue)	B0928DRW2V	DEKER	618		2
SUNCITY Kids Digital Camera, Christmas Birthday Gifts for Boys Age 3-9, HD Digital Video Cameras for Toddler, Portable Toy for 3 4 5 6 7 8 Year Old Boy with 32GB SD Card-Dark Blue	B086MWY3D1	SUNCITY	2,486		1
eKids Frozen 2 Bluetooth Portable MP3 Karaoke Machine Player with Light Show and Recording Feature - Store Hours of Music with Built in Memory Sing Along Using The Real Working Microphone	B0864S8RJF	eKids	452	X	3
Yoophane Kids Waterproof Camera Gifts for 6 7 8 9 10 Year Old Boys Action Kids Camera for Boys Age 3-12 Christmas Birthday Gifts Underwater Video Recorder with 32GB SD Card (Blue)	B099PCDMJF	Yoophane	419		1
Ourlife Kids Camera for Boys Christmas Birthday Gifts Age 3-12, 1080P HD Digital Video Toddler Camera with MP3 Music Player, Portable Toys for 3 4 5 6 7 8 Year Old Boys with Extended TF Card-Blue	B098B7LX9S	Ourlife	193	X	1
eKids JoJo Siwa Bluetooth Portable MP3 Karaoke Machine for Girls Player Light Show Store Hours of Music Built in Memory Sing Along Using Real Working Microphone USB Port Expand Content	B07VGP7TF2	eKids	389	X	3
Toniebox Audio Player Starter Set with Simba, Lightning McQueen, and Playtime Puppy - Light Blue	B093QHZGYW	Tonies	182	X	3
Baby Shark Singalong Microphone for Kids, Toy Microphone with Built-in Music and Flashing Lights, Baby Shark Toy for Kids Aged 3 and Up	B07VHSHJZD	eKids	507	X	3
Toniebox Audio Player Starter Set with Woody, Simba, Nemo, Baloo, Playtime Puppy, and a Foldable Headphones - Red	B093QN2HBC	Tonies	227	X	3
Toys for 3-8 Year Old Girls Kids Watch with Camera Smart Watches for Kids Birthday Gifts for 4 5 6 7 8 9 Girl by Rindol	B097ZDLTV5	Rindol	451		1
VTech Kidizoom Duo 5.0 Deluxe Digital Selfie Camera with MP3 Player and Headphones, Blue	B07CXVPK2P	VTech	252	X	3
ekids Trolls World Tour Sing Along Boom Box Speaker with Microphone for Fans of Trolls Toys for Girls, Kids Karaoke Machine with Built in Music and Flashing Lights	B083YXHFTQ	eKids	377	X	3

Karaoke Microphone, ENRIZO Handheld Wireless Bluetooth Portable Karaoke Machine Toy 5 in 1 Speaker Player Recorder USB Rechargeable with LED Lights for Girls Boys Kids Birthday Party Christmas (Pink)	B097B48KY5	ENRIZO	175		1
NINE CUBE Kids Camera Digital Camera for 3-10 Year Old Girls, Toddler Toys Video Recorder 1080P 2 Inch, Children Camera Birthday Festival Gift for 3 4 5 6 7 8 9 Year Old Boys (32G SD Card Included)	B087M3TC4C	NINE CUBE	377		1
Toniebox Starter Set with Elsa, Ariel, Playtime Puppy and a Foldable Headphones - Imagination Building, Screen-Free Digital Listening Experience That Plays Stories, Songs and More - Pink	B093R1GM2K	Tonies	122	X	3
Seckton Upgrade Kids Waterproof Camera Christmas Birthday Gifts for Boys, Girls Age 3-12 Children Digital Camera Underwater, HD Video Toddler Camera Toy for 3 4 5 6 7 8 Year Old Girl (Blue)	B095WN7M9M	Seckton	269		1
ASIUR Kids Smart Watches Girls, Birthday Gifts for 3-8 Year Old Boys Girls Toddler Toys Kids Watch, Touch Screen Game Children Digital Smartwatch with 8GB SD Card	B09936LL87	ASIUR	185		1
Toniebox Starter Set with Playtime Puppy - Imagination Building, Screen-Free Digital Listening Experience That Plays Stories, Songs, and More - Gray	B093V397QQ	Tonies	106	X	3
Interpad Upgrade Kids Selfie Camera, 20MP HD Digital Video 2 Inch IPS Screen Children Toddler Cameras,Christmas Birthday Gifts Toys for 3 4 5 6 7 8 9 10 Year Old Girls with 32GB SD Card (Pink)	B096ZJ7PLY	Interpad	110		1
omzer Kids Toys Camera for 3-6 Year Old Girls Boys, Compact Cameras for Children, Best for 5-10 Year Old Boy Girl 8MP HD Video Camera Creative Present, Blue (16GB Memory Card Included)	B07KQS1L98	OMZER	296		1
wohuole Handheld Portable Game Console, Mini Retro Player Built-in Classic Games 4.3 Inch 8G Built-in Free 10000 Games+LCD Screen MP3 MP4 MP5 Function, Present for Kids and Adult (Blue)	B097T8CX9J	wohuole	212		1
Kids Camera Toys for 4-8 Year Old Boys Toddler Rechargeable Cameras with 2 Inch IPS Screen for Children Birthday Gift Idea by Coodoo (Free 16GB Memory Card Included) 1	B07QXX6CM4	huwairen	202		1
AGPTEK MP3 Player for Kids, Children Music Player with Bluetooth, Built-in Speaker 8GB, 2.4 Inch Color Screen, Support FM Radio, Video, Voice Recorder, Expandable Up to 128GB, Pink	B07WWTYNJV	AGPTEK	166	X	1
eKids LOL Surprise! Remix OMG Bluetooth Karaoke Machine MP3 Player Portable with LED Disco Light Show, Store Hours of Music with Built in Memory, Record, Real Working Microphone, USB Port	B08HFQ6TYH	eKids	111	X	3
eKids Blues Clues Sing Along Boom Box Speaker with Microphone for Fans of Blues Clues Toys, Kids Karaoke Machine with Built in Music and Flashing Lights	B08RJSQBGT	eKids	41	X	3
Agoigo Upgrade Kids Selfie Waterproof Camera Toys for 3-12 Year Old Boys Girls Christmas Birthday Gifts Children HD Underwater Video Digital Camcorder 2 Inch Screen With 32GB Card (Blue)	B08ZNC3NB5	Agoigo	118		1
Toniebox Starter Set with Cookie Monster, Elmo, and Playtime Puppy - Imagination Building, Screen-Free Digital Listening Experience That Plays Stories, Songs, and More - Red	B09B4CSFDL	Tonies	41	X	3

SUZIYO Kids Gifts for Boys Girls, Children Camera 1080P 3.5inch HD Digital Video Camcorder with Mp3 for Birthday Christmas, Best Preschool Toys for Toddlers (with 32G SD Card, Blue)	B08PKYF3V4	SUZIYO	93		2
eKids New Trolls World Tour 2 Bluetooth MP3 Karaoke Machine Player Portable with Light Show Store Hours of Music with Built in Memory Sing Along Using The Real Working Microphone USB Port	B085ZMSVK9	eKids	94	X	3
eKids Blues Clues Toy Sing Along Boombox for Kids, Musical Toy for Toddlers, Kids Boombox with Microphone and Built-in Music, Connects to Mp3 Player Aux in Audio Device	B08S6STS8J	eKids	104	X	3
LilPals Child's Karaoke -Children's Toy Stand Up Microphone Play Set w/ Built-in MP3 Player, Speaker, Adjustable Height (Blue)	B079VWSXW9	LilPals	26		1
ParfaitRever Wooden Bluetooth Karaoke Machine for Kids & Adults, Cartoon Plated Rechargeable Wireless Speaker Music Box MP3 Player with 2 Microphones for Party Birthday Gift	B08NY8LCDP	ParfaitRever	97		1
LANXUN Digital Camera for Kids,2.0 Inch IPS Toys Digital Video Camera for Birthday, Toddler Camera with 32GB SD Card for 3-8 Years Girls Boys	B092S5K5JG	LANXUN	210		1
CMKJ Kids Smartwatch with Dual Camera 14 Games, Watch for Children with MP3 & MP4 Player, Touchscreen Gaming Watch Gift for 2-13 Years Old Girls and Boys, with Memory Card & Screen Protector	B08ZMKFGT1	CMKJ	15		1
Kids Games Smartwatch Phone - 1.44" HD Touch Screen Boys Girls Watch with MP3 Player 2 Way Call Camera Clock Voice-Record Calculator for Students Back to School Learning Birthday Gifts, Black	B07XQYLRJ7	PTHTECHUS	28		1
KaDoo RG351P Retro Game Console Handheld Open Source-Linux RK3326 System 3.5 inch IPS Screen Support PSP/N64 Game RG351 Console (Black)	B08J7VTN5J	KaDoo	39		1
VTech KidiZoom Duo DX Digital Selfie Camera with MP3 Player, Blue	B07PQ1ZKW7	VTech	104	X	3
Sakar Batman Kids Karaoke Machine with Radio KO1-03371 Compatible with iPod and MP3 Player, AM FM Portable Radio, Includes Corded Microphone for Kids, Durable Handle, Red/Blue Design	B013PVILBA	Sakar	n/a		1
Kids Smartwatch with Games MP3 Player - 1.54 Inch Touch Screen Watch Phone 2 Way Call Music Player Game Funny Camera Alarm Clock Children School Birthday Gift for 3-10 Years Old Boys Girls	B07RHLQDX4	PTHTECHUS	64		1
Toniebox Audio Player Starter Set with Nap Time: Bedtime Songs, Nature Sounds, White Noise and Creative - Gray	B08YLML9TV	Tonies	108	X	3
Haynes HRR1493 Retro Radio Construction Kit, Black	B00GHO0D4G	Haynes	50	X	1
Kids-Camcorder Digital Video Camera Children-DV - Christmas Birthday Gifts for Age 3 4 5 6 7 8 9 , Kids Portable Sport DV for Toddler Toy with 32GB SD Card & 2.4" Screen-Blue	B094CVWT2K	Loyang	93		1
RG351V Game Console Portable Vertical Gameboy Design Open Source System RK3326 Chip, 3.5 Inch IPS Screen Portable Built in WiFi Portable Player Console (Black Transparent)	B08XQCWJ1H	MBVBN	14		1
Toniebox Audio Player Starter Set with Creative Tonie - The World Needs More Purple Limited Edition	B08WHMYFCS	Tonies	22	X	2

Luoba Kids Camera Waterproof Digital Camera for Kids,1080P Video Recorder Birthday Gifts for Boys Age 3-8,Toddler Pool Toys for 3 4 5 6 7 8 Year Old Boys and Girls with 32GB SD Card (Blue)	B0928M7PVY	Luoba	1		1
Hopeace Kids Camera Underwater Waterproof Camera for 3-12 Year Old Boys 1080IPS 2 Inch Mini Kids HD Video Digital Indoor Outdoor Action Cameras Birthday Gifts for Boys Toys Blue with 32G SD Card	B096ZYLZSX	Hopeace	177		1
RG351V Handheld Game Console, Retro Game Console Support PSP / PS1 / N64 / NDS Open Source System RK3326 Chip, 3.5 Inch IPS Screen Portable Built in WiFi Console Vertical Version Gameboy Design	B08XQ5Y376	MBVBN	41		1
New Trolls World Tour 2 Bluetooth MP3 Karaoke Machine Player Portable with Light Show Store Hours of Music with Built in Memory Sing Along Using The Real Working Microphone USB Port	B082DXPPZV	eKids	2	X	3
voltenick Kids Camera for Girls 2 Inch 1080P Video Toy Cameras Children Christmas Birthday Gift for Toddler Age 3-9 Years Old Boys with 32GB SD Card (Blue)	B09BQL5YGN	voltenick	4		1
RG351V Game Console Portable Vertical Gameboy Design Open Source System RK3326 Chip, 3.5 Inch IPS Screen Portable Built in WiFi Portable Player Console (Grey)	B08XQD9T25	MBVBN	25		1
VATENIC Kids Toys Birthday Christmas Gift for 3-10 Year Old Boys Girls, Kids Camera 1080P 2inch HD Children Digital Cameras for Girls,Toddler Camera for 3-9 Year Old Boy (with 32G SD Card) (Blue)	B084Q2HLSL	VATENIC	64		1
Dheera Kids Camera, 2020 Upgraded Dual Lens Children Digital Camera with MP3 Player and Puzzle Games for Girls/Boys, 1080P HD Selfie Video Camera with 32GB TF Card for Christmas Birthday Gift (Pink)	B08JFT2249	Dheera	12		1
eKids Moana Sing Along Boom box Speaker with Microphone For Fans of Moana Toys, Kids Karaoke Machine with Built in Music and Flashing Lights , Montana	B07QVSLBW6	eKids	25	X	3
Pussan Upgrade Kids Camera Girls Toy Gifts for 3 4 5 6 7 8 Year Old Girls Kids Selfie Camera HD Digital Video Camera for Kids Toddler Camera Portable Toy Christmas Birthday Gifts for Age 3-10 Girls	B07TXBS1LK	Pussan	17		1
GKTZ Kids Selfie Camera, HD Digital Video Cameras Birthday Gifts Toy for Boys Age 3-10, Kids Camcorder with 2 inch IPS Screen 12MP 1080P Toddler Camera with 32GB SD Card - Blue	B087JNT8D5	GKTZ	68		1
Toys for 4-8 Year Old Boys Kids Camera Gifts for Children Compact Cartoon Camcorder with 1080P and 2.0 Inch IPS Screen for Boy Toys Age 4-8 by huwairan (32GB SD Card Included)	B07Z8ZPPNL	huwairan	9		1
Mozlly Super Star Playset Karaoke for Kids - Blue Microphone with Adjustable Mic Stand, Built-in Jack & Speaker for MP3 Player, Play and Sing-Along with Music & Lights, Karaoke Entertainment for Kids	B08XYBL5N5	Mozlly	20		1
LilPals Princess Karaoke -Children's Toy Stand Up Microphone Play Set w/ Built-in MP3 Player, Speaker, Adjustable Height (Pink)	B073SKKN3L	LilPals	35		1
Kids MP3 Player Karaoke Machine 2 Microphone, Built in Music Storage, Bluetooth/MP3/AUX Connection	B01J6HW0DC	Kidzlane	11	X	2

Pussan Kids Camera Toy Gifts for 3 4 5 6 7 8 Year Old Boys & Girls Kids Selfie Camera HD Digital Video Camera for Kids Toddler Camera Portable Toy Christmas Birthday Gifts for Age 3-10 Boys Kids	B07TWD3D71	Pussan	2		1
Luoba Kids Camera Instant Camera for Kids,Portable 1080P Toddler Camera for Children Learning Toy Birthday Gift with Color Pencils, Print Paper, 32GB Memory Card (Blue)	B08T1FXK6R	Luoba	28		1
LKTINA Handheld Portable Game Console, 8GB 4.3" 1000 LCD Screen MP3 MP4 MP5 Player with Camera Built in 1000+ Classic Video Games, for gba/gbc/SFC/fc/SMD Games, Best Gift for Kids and Adults - Black	B08LNJPD4S	LKTINA	13		1
hyleton Digital Camera for Kids, 1080P FHD Kids Cameras Children Video Recorder for 3-8 Years Old Boys and Girls, Best Birthday Gift for Preschooler with 16GB SD Card (Blue)	B0897CXSV8	hyleton	6		1
Prograce Kids Camera for Girls Gift 1080P Children Selfie Camera Kids Video Camera 2 Inch LCD Duo Camera 4X Digital Zoom Camcorder and Game	B07DPCKBWL	PROGRACE	1		1
Mother Goose Club Sing Along Boombox with Microphone, Built in Music, Flashing Lights, Real Working Mic for Kids Karaoke Machine, Connects Mp3 Player Aux in Audio Device	B08BJCH1NM	eKids	4	X	3

COSMO