



MEDIA RELEASE

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CCS Warns Consumers About Safety Risks When Buying Baby Products and Children's Jewellery Online

1. As part of ongoing efforts to safeguard consumers, the Consumer Product Safety Office (“**CPSO**”) of the Competition and Consumer Commission of Singapore (“**CCS**”) has conducted a market surveillance and uncovered safety issues in three categories of products for children, namely (i) baby cots; (ii) strollers; and (iii) children’s jewellery (including accessories).
2. Throughout 2025, the CPSO purchased and tested 22 products offered mainly by suppliers on either Shopee or Lazada. Of the 22 higher risk products sampled, 17 were found to be unsafe as they did not meet applicable product safety standards under the Consumer Protection (Consumer Goods Safety Requirements) Regulations 2011 (“**CGSR**”). The remaining five products comprising toys for babies and young children, were found to conform to international standards for physical and chemical safety.
3. Common hazards identified in the non-compliant products include:
 - **Baby cots:**
 - Entrapment: Having openings and moving parts/sides that were wide enough to trap children’s fingers or head.
 - Strangulation hazard: Having points where clothes could get trapped and potentially cause strangulation.
 - Fall hazards: Having bases that could break easily and cause falls, or sides with insufficient height to prevent children from climbing out.

- **Strollers:**
 - Fall hazards: Having frames or wheels that broke while passing over uneven surfaces, or having inadequate restraint systems, both of which could allow a child to fall out.
 - Choking hazard: Having small and detachable parts that could cause choking.
 - Shearing and crushing hazards: Having moving parts that could trap, pinch, or cut fingers or toes.

- **Children’s jewellery (including accessories):**
 - Laceration hazards: Having ornaments that detached during testing, exposing sharp points.
 - Button/cell battery ingestion hazard: Watches having button battery compartments that were easily accessible by children, which could cause chemical burns internally if swallowed.

(Refer to **Annex A** for the list of unsafe products and specific safety hazards).

Safety incidents involving children’s products

4. In Singapore, safety incidents involving the three categories of children’s products surveyed by the CPSO have continued to occur. The National Trauma Registry¹ records an average of about 140 cases of child injuries annually between 2022 and 2024 from the use of baby cots, strollers, button batteries and children’s jewellery.

5. According to KK Women’s and Children’s Hospital (“**KKH**”), incidents of children’s injuries involving baby cots and strollers were primarily head injuries from falls. Dr Ronald Tan, Senior Consultant, Department of Emergency Medicine, KKH, and Chairman of the KKH Injury Prevention Working Group, noted: “We have seen a rise in cot- and stroller-related injuries over the past five

¹ The National Trauma Registry was established by the Ministry of Health to systematically capture data on trauma cases seen in public healthcare institutions in Singapore.

years. This trend reminds us of the importance for parents and caregivers to be present, exercise greater caution, and provide closer supervision when using cots and strollers”.

Ensuring product safety for children

6. The CPSO notes that most physical retailers in Singapore selling baby cots, strollers and toys surveyed can produce supporting documents indicating that their products had been tested to relevant safety requirements.
7. Mr Alvin Koh, Chief Executive, CCS said: "Following our market surveillance efforts, we have worked closely with the e-commerce platforms and online retailers to remove these non-compliant products. Consumers who purchased the identified products should stop using them immediately, and those with similar products should be mindful of potential hazards. Consumers buying toys and children's products online must check the product listings for safety related instructions, appropriate age labelling, and customer reviews. While we urge consumers and parents to keep a watchful eye for risky products, CCS will continue our market surveillance efforts to keep our consumers safe."
8. Under the CGSR, suppliers of general consumer goods in Singapore must ensure their products meet applicable safety standards. Children's products must comply with applicable international safety standards issued by at least one of the following organisations: the International Organization for Standardization (**ISO**), International Electrotechnical Commission (**IEC**), European Committee for Standardisation (**EN**), or ASTM International. Any person who fails to comply with the CPSO directions to stop selling unsafe products, is liable upon conviction to a fine not exceeding S\$10,000 or imprisonment not exceeding two years, or both.

What should parents or caregivers do?

9. Parents and caregivers play an important role in ensuring that children use safe products. The following safety tips can serve as a reference when buying or using children's products (more product-specific safety tips can be found in **Annex B**):
 - a. Buy from authorised retailers or reputable brands/suppliers.
 - b. Check online listings or product labels for age recommendations and safety instructions.
 - c. Compare reviews from reputable websites or other sources to assess product quality and potential safety concerns.
 - d. Before use, inspect the product for any unsafe parts (e.g. presence of detachable small parts and sharp points/edges).
Ensure that button or cell battery compartments are properly secured and cannot be easily accessed by children during use.
10. Consumers who encounter product safety issues are encouraged to report them to the CPSO at <http://go.gov.sg/contact-cpso>. For more information on consumer product safety, visit the CPSO's website at www.consumerproductsafety.gov.sg.

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About Consumer Product Safety Office

The Consumer Product Safety Office (“**CPSO**”) safeguards consumer safety by ensuring consumer products supplied in Singapore are safe for use and comply with applicable safety standards. The CPSO is an office of the Competition and Consumer Commission of Singapore.

The CPSO conducts market surveillance to verify products' compliance with safety requirements, investigates feedback on consumer product safety and informs consumers about latest product safety information.

About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003 (“**CPFTA**”), to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit www.ccs.gov.sg.

For media clarifications, please contact:

Ms. Winifred Kwok
Senior Assistant Director (Communications)
Competition and Consumer Commission of Singapore
Email: winifred_kwok@ccs.gov.sg
DID: 6302 4345

Ms. Shamsiah Jemain
Senior Executive (Communications)
Competition and Consumer Commission of Singapore
Email: shamsiah_jemain@ccs.gov.sg
DID: 6325 8206