

Plush Toy Market By Product Type (Cartoon Toys, Traditional Stuffed Animals, Dolls and Playsets, Customizable Stuffed Animals, Action Figures and Model Play, Special Feature Plush and Puppets) , By Price Point (Low, Medium, High) By Distribution Channel (Hypermarkets/Supermarkets, Multi-Brand Stores, Exclusive Stores, Hobby and Craft Stores, Online Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/P51A6B407221EN.html>

Date: November 2024

Pages: 230

Price: US\$ 2,439.00 (Single User License)

ID: P51A6B407221EN

Abstracts

Plush Toy Market

The plush toy market was valued at \$11.0 billion in 2023 and is projected to reach \$24.5 billion by 2033, growing at a CAGR of 8.4% from 2024 to 2033.

A plush toy is a stuffed soft playing object created by filling soft fabric with cotton, polyester, or foam. Formed in different shapes, sizes, and designs, plush toys generally resemble animals, cartoon characters, and mythical creatures. These cuddly playing objects are popular among kids as well as adults due to their softness and comfort.

Increase in recognition of the potential of plush toys in providing comfort to individuals suffering from autism spectrum disorder, attention deficit hyperactivity disorder, and anxiety has been a key driver of the plush toy market. In addition, rise in gifting culture has fueled the popularity of plush toys, which is augmenting the development of the market. Currently, the sale of do-it-yourself kits of plush toys is trending among kids and hobbyists. These craft kits are gaining notable prominence owing to the engaging

experience they offer to customers while enhancing problem-solving and fine motor skills.

However, rise in the emergence of interactive robotic toys and video games is limiting the appeal of plush toys, thereby restraining the development of the market. Moreover, increase in criticism from environmentally conscious individuals due to the usage of plastic-based materials and non-biodegradable substances in plush toys is hampering the market growth considerably. On the contrary, the integration of technology for the development of interactive plush toys is presenting remunerative opportunities for the market. Several manufacturers are now embedding plush toys with sounds and educational content to enhance the playing & learning experience of children. According to Alanna Gallo, the founder and CEO of Play Learn Thrive—an educational organization for neurodivergent kids—right toys spark creativity & critical thinking and promote emotional regulation and problem-solving skills that help kids to thrive later in life.

Segment Review

The plush toy market is segmented into product type, price point, distribution channel, and region. On the basis of product type, the market is divided into cartoon toys, traditional stuffed animals, dolls & playsets, customizable stuffed animals, action figures & model play, and special feature plush & puppets. Depending on price point, it is classified into low, medium, and high. According to distribution channel, it is categorized into hypermarkets/supermarkets, multi-brand stores, exclusive stores, hobby & craft stores, online retailers, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product type, the cartoon toys segment held the highest market share in 2023.

Depending on price point, the medium segment dominated the market in 2023.

According to distribution channel, the hypermarkets/supermarkets segment acquired a notable stake in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

The leading players operating in the global plush toy market include Mattel, Hasbro, Bandai, Ty Inc., Simba Dickie Group, Spin Master, TAKARA TOMY, Margarete Steiff GmbH, MGA Entertainment, and Sanrio. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

SWOT Analysis

Key Market Segments

By Product Type

Cartoon Toys

Traditional Stuffed Animals

Dolls and Playsets

Customizable Stuffed Animals

Action Figures and Model Play

Special Feature Plush and Puppets

By Price Point

Low

Medium

High

By Distribution Channel

Hypermarkets/Supermarkets

Multi-Brand Stores

Exclusive Stores

Hobby and Craft Stores

Online Retailers

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Mattel

Hasbro

Bandai

Ty Inc.

Simba Dickie Group

Spin Master

TAKARA TOMY

Margarete Steiff GmbH

MGA Entertainment

Sanrio

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: PLUSH TOY MARKET, BY PRODUCT TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Cartoon Toys
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Traditional Stuffed Animals
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Dolls And Playsets
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Customizable Stuffed Animals
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country
- 4.6. Action Figures And Model Play
 - 4.6.1. Key Market Trends, Growth Factors and Opportunities
 - 4.6.2. Market Size and Forecast, By Region
 - 4.6.3. Market Share Analysis, By Country
- 4.7. Special Feature Plush And Puppets
 - 4.7.1. Key Market Trends, Growth Factors and Opportunities
 - 4.7.2. Market Size and Forecast, By Region
 - 4.7.3. Market Share Analysis, By Country

CHAPTER 5: PLUSH TOY MARKET, BY PRICE POINT

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Price Point
- 5.2. Low
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Medium
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. High
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country

CHAPTER 6: PLUSH TOY MARKET, BY DISTRIBUTION CHANNEL

6.1. Market Overview

6.1.1 Market Size and Forecast, By Distribution Channel

6.2. Hypermarkets/Supermarkets

6.2.1. Key Market Trends, Growth Factors and Opportunities

6.2.2. Market Size and Forecast, By Region

6.2.3. Market Share Analysis, By Country

6.3. Multi-Brand Stores

6.3.1. Key Market Trends, Growth Factors and Opportunities

6.3.2. Market Size and Forecast, By Region

6.3.3. Market Share Analysis, By Country

6.4. Exclusive Stores

6.4.1. Key Market Trends, Growth Factors and Opportunities

6.4.2. Market Size and Forecast, By Region

6.4.3. Market Share Analysis, By Country

6.5. Hobby And Craft Stores

6.5.1. Key Market Trends, Growth Factors and Opportunities

6.5.2. Market Size and Forecast, By Region

6.5.3. Market Share Analysis, By Country

6.6. Online Retailers

6.6.1. Key Market Trends, Growth Factors and Opportunities

6.6.2. Market Size and Forecast, By Region

6.6.3. Market Share Analysis, By Country

6.7. Others

6.7.1. Key Market Trends, Growth Factors and Opportunities

6.7.2. Market Size and Forecast, By Region

6.7.3. Market Share Analysis, By Country

CHAPTER 7: PLUSH TOY MARKET, BY REGION

7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Product Type

7.2.3. Market Size and Forecast, By Price Point

7.2.4. Market Size and Forecast, By Distribution Channel

7.2.5. Market Size and Forecast, By Country

7.2.6. U.S. Plush Toy Market

7.2.6.1. Market Size and Forecast, By Product Type

7.2.6.2. Market Size and Forecast, By Price Point

7.2.6.3. Market Size and Forecast, By Distribution Channel

7.2.7. Canada Plush Toy Market

7.2.7.1. Market Size and Forecast, By Product Type

7.2.7.2. Market Size and Forecast, By Price Point

7.2.7.3. Market Size and Forecast, By Distribution Channel

7.2.8. Mexico Plush Toy Market

7.2.8.1. Market Size and Forecast, By Product Type

7.2.8.2. Market Size and Forecast, By Price Point

7.2.8.3. Market Size and Forecast, By Distribution Channel

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Product Type

7.3.3. Market Size and Forecast, By Price Point

7.3.4. Market Size and Forecast, By Distribution Channel

7.3.5. Market Size and Forecast, By Country

7.3.6. France Plush Toy Market

7.3.6.1. Market Size and Forecast, By Product Type

7.3.6.2. Market Size and Forecast, By Price Point

7.3.6.3. Market Size and Forecast, By Distribution Channel

7.3.7. Germany Plush Toy Market

7.3.7.1. Market Size and Forecast, By Product Type

7.3.7.2. Market Size and Forecast, By Price Point

7.3.7.3. Market Size and Forecast, By Distribution Channel

7.3.8. Italy Plush Toy Market

7.3.8.1. Market Size and Forecast, By Product Type

7.3.8.2. Market Size and Forecast, By Price Point

7.3.8.3. Market Size and Forecast, By Distribution Channel

7.3.9. Spain Plush Toy Market

7.3.9.1. Market Size and Forecast, By Product Type

7.3.9.2. Market Size and Forecast, By Price Point

7.3.9.3. Market Size and Forecast, By Distribution Channel

7.3.10. UK Plush Toy Market

7.3.10.1. Market Size and Forecast, By Product Type

7.3.10.2. Market Size and Forecast, By Price Point

7.3.10.3. Market Size and Forecast, By Distribution Channel

7.3.11. Rest Of Europe Plush Toy Market

7.3.11.1. Market Size and Forecast, By Product Type

7.3.11.2. Market Size and Forecast, By Price Point

7.3.11.3. Market Size and Forecast, By Distribution Channel

7.4. Asia-Pacific

7.4.1. Key Market Trends and Opportunities

7.4.2. Market Size and Forecast, By Product Type

7.4.3. Market Size and Forecast, By Price Point

7.4.4. Market Size and Forecast, By Distribution Channel

7.4.5. Market Size and Forecast, By Country

7.4.6. China Plush Toy Market

7.4.6.1. Market Size and Forecast, By Product Type

7.4.6.2. Market Size and Forecast, By Price Point

7.4.6.3. Market Size and Forecast, By Distribution Channel

7.4.7. Japan Plush Toy Market

7.4.7.1. Market Size and Forecast, By Product Type

7.4.7.2. Market Size and Forecast, By Price Point

7.4.7.3. Market Size and Forecast, By Distribution Channel

7.4.8. India Plush Toy Market

7.4.8.1. Market Size and Forecast, By Product Type

7.4.8.2. Market Size and Forecast, By Price Point

7.4.8.3. Market Size and Forecast, By Distribution Channel

7.4.9. South Korea Plush Toy Market

7.4.9.1. Market Size and Forecast, By Product Type

7.4.9.2. Market Size and Forecast, By Price Point

7.4.9.3. Market Size and Forecast, By Distribution Channel

7.4.10. Australia Plush Toy Market

7.4.10.1. Market Size and Forecast, By Product Type

7.4.10.2. Market Size and Forecast, By Price Point

7.4.10.3. Market Size and Forecast, By Distribution Channel

7.4.11. Rest of Asia-Pacific Plush Toy Market

7.4.11.1. Market Size and Forecast, By Product Type

7.4.11.2. Market Size and Forecast, By Price Point

7.4.11.3. Market Size and Forecast, By Distribution Channel

7.5. LAMEA

7.5.1. Key Market Trends and Opportunities

7.5.2. Market Size and Forecast, By Product Type

7.5.3. Market Size and Forecast, By Price Point

7.5.4. Market Size and Forecast, By Distribution Channel

- 7.5.5. Market Size and Forecast, By Country
- 7.5.6. Brazil Plush Toy Market
 - 7.5.6.1. Market Size and Forecast, By Product Type
 - 7.5.6.2. Market Size and Forecast, By Price Point
 - 7.5.6.3. Market Size and Forecast, By Distribution Channel
- 7.5.7. South Africa Plush Toy Market
 - 7.5.7.1. Market Size and Forecast, By Product Type
 - 7.5.7.2. Market Size and Forecast, By Price Point
 - 7.5.7.3. Market Size and Forecast, By Distribution Channel
- 7.5.8. Saudi Arabia Plush Toy Market
 - 7.5.8.1. Market Size and Forecast, By Product Type
 - 7.5.8.2. Market Size and Forecast, By Price Point
 - 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Plush Toy Market
 - 7.5.9.1. Market Size and Forecast, By Product Type
 - 7.5.9.2. Market Size and Forecast, By Price Point
 - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Plush Toy Market
 - 7.5.10.1. Market Size and Forecast, By Product Type
 - 7.5.10.2. Market Size and Forecast, By Price Point
 - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Plush Toy Market
 - 7.5.11.1. Market Size and Forecast, By Product Type
 - 7.5.11.2. Market Size and Forecast, By Price Point
 - 7.5.11.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Mattel
 - 9.1.1. Company Overview

- 9.1.2. Key Executives
- 9.1.3. Company Snapshot
- 9.1.4. Operating Business Segments
- 9.1.5. Product Portfolio
- 9.1.6. Business Performance
- 9.1.7. Key Strategic Moves and Developments
- 9.2. Hasbro
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. Bandai
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Ty Inc.
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Simba Dickie Group
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. Spin Master

- 9.6.1. Company Overview
- 9.6.2. Key Executives
- 9.6.3. Company Snapshot
- 9.6.4. Operating Business Segments
- 9.6.5. Product Portfolio
- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments
- 9.7. TAKARA TOMY
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Margarete Steiff GmbH
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. MGA Entertainment
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Sanrio
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

I would like to order

Product name: Plush Toy Market By Product Type (Cartoon Toys, Traditional Stuffed Animals, Dolls and Playsets, Customizable Stuffed Animals, Action Figures and Model Play, Special Feature Plush and Puppets) , By Price Point (Low, Medium, High) By Distribution Channel (Hypermarkets/Supermarkets, Multi-Brand Stores, Exclusive Stores, Hobby and Craft Stores, Online Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/P51A6B407221EN.html>

Price: US\$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P51A6B407221EN.html>