

Global Animation Toys Market Size Study & Forecast, by Type (Anime Gacha, Anime Doll, Anime Figure, Cartoon Plush Toys, Other Types) by Product Price, Animation Titles, Category, Age Group, Character Traits, Sales Channel and Regional Forecasts 2025-2035

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Abstracts

The Global Animation Toys Market is valued at approximately USD 75.37 billion in 2024 and is projected to grow at a CAGR of 6.60% over the forecast period 2025-2035.

Animation toys encompass a diverse range of products inspired by popular animated series, including collectible figures, plush toys, and interactive dolls that cater to children, teenagers, and adult collectors alike. The market is primarily fueled by the rising global popularity of anime and cartoon franchises, an increasing number of licensed merchandising deals, and growing consumer interest in themed toys that blend recreation with storytelling experiences. Moreover, technological innovations in toy design, including augmented reality integration and premium collectible editions, are further driving market expansion worldwide.

The escalating engagement in entertainment media and digital animation has intensified the demand for animation toys across various demographic segments. With the growing influence of online streaming platforms, social media, and gaming communities, consumers are increasingly drawn to animated characters and associated merchandise. The surge in both licensed and original content, coupled with the expansion of e-commerce platforms, has streamlined access to a wide assortment of toys, driving overall market adoption. However, challenges such as stringent safety regulations, production cost fluctuations, and competition from digital entertainment alternatives may temper growth slightly during the forecast period.

The detailed segments and sub-segments included in the report are:

By Type:

Anime Gacha

Anime Doll

Anime Figure

Cartoon Plush Toys

Other Types

By Product Price:

Low

Medium

High

By Animation Titles:

Pokemon

Hello Kitty

Gundam

Other Animation Titles

By Category:

Recreational Toys

Learning Toys

By Age Group:

0-2 Years

2-8 Years

8-14 Years

14 Years and Above

By Character Traits:

Cute

Cool

Angry

Other Character Traits

By Sales Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Anime Dolls Expected to Dominate the Market

Anime dolls currently hold the largest market share in the animation toys segment due to their versatility, collector appeal, and strong presence in both traditional retail and online platforms. Their dominance is reinforced by strategic licensing partnerships with popular animation franchises and the introduction of limited-edition collectible series that attract both younger and older consumers. While collectible figures and plush toys are witnessing accelerated adoption, anime dolls are projected to retain their leading position owing to their blend of playability, display appeal, and brand recognition.

Anime Figures Lead in Revenue Contribution

In terms of revenue, anime figures currently generate the highest market contribution. These products command premium pricing due to intricate detailing, high-quality materials, and exclusive limited-edition releases that appeal to collectors globally. While plush toys and gacha figures excel in volume-based sales, anime figures dominate in revenue due to their perceived value, rarity, and association with popular franchises. This distinction highlights a market scenario where product type and pricing strategy significantly influence overall financial performance.

North America dominated the animation toys market in 2025, driven by a mature entertainment ecosystem, widespread franchise popularity, and robust e-commerce penetration. Europe maintains steady growth, backed by licensing deals and a strong collector community. Asia Pacific is projected to be the fastest-growing region, fueled by surging demand in China, India, and Japan due to rising disposable incomes, expanding retail networks, and increasing cultural influence of anime and animated content. Latin America and the Middle East & Africa are emerging markets where growing urbanization and expansion of digital sales channels offer new growth

opportunities.

Major market players included in this report are:

Bandai Namco Holdings Inc.

Takara Tomy Co., Ltd.

Hasbro, Inc.

Mattel, Inc.

LEGO Group

Funko, Inc.

Spin Master Corp.

Sanrio Co., Ltd.

Good Smile Company, Inc.

MegaHouse Corporation

Banpresto Co., Ltd.

TOMY Company, Ltd.

Kaiyodo Co., Ltd.

McFarlane Toys

NECA (National Entertainment Collectibles Association)

Global Animation Toys Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments and countries in recent years and forecast values for the coming years. The report integrates qualitative and quantitative analyses, providing insights into growth drivers, challenges, and emerging opportunities. Additionally, it evaluates competitive landscapes, including company portfolios, strategies, and investment prospects, helping stakeholders make informed business decisions. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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