

# **Global Anime Figures and Action Toys Market Size study, by Type (Superheroes, Anime Characters, Movie Characters), by End-user (Up To 8 Years, 9 - 15 Years, 15 Years & Above), by Distribution Channel, and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G8A2E8BC4483EN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G8A2E8BC4483EN

## **Abstracts**

Global Anime Figures and Action Toys Market is valued at approximately USD 8.98 billion in 2023 and is projected to grow at a compelling CAGR of 8.60% over the forecast period 2024–2032. Fueled by a growing global passion for Japanese anime, superhero franchises, and cinematic universes, anime figures and action toys have evolved beyond children's entertainment into sophisticated collectibles with cross-generational appeal. The market is being driven by a convergence of pop culture fandom, nostalgia, and artistic appreciation—where meticulously detailed models, limited-edition figures, and life-like characters now command consumer attention across continents. This rising cultural influence, paired with global digital access and fan-driven e-commerce, has transformed figurines into lifestyle accessories and premium collectibles.

The growing engagement of youth and adult demographics in anime and comic book culture has catalyzed a shift from traditional toys to high-end action figures. Pop culture conventions, online forums, and social media platforms have acted as accelerators in building brand communities and influencing purchasing behavior. Moreover, increased disposable income—particularly among millennial and Gen Z consumers—is propelling the premiumization trend. As consumers seek figures that reflect their favorite characters and unique storytelling universes, manufacturers are leveraging licensing partnerships with entertainment giants and production studios to create hyper-realistic, limited-run collectibles that boost perceived value and exclusivity.

However, the journey is not without its hurdles. Production costs for intricately designed figures are high, and fluctuations in raw material prices—especially resin and ABS plastic—can pose challenges to profitability. Moreover, the market faces saturation risk from counterfeit products, particularly in e-commerce ecosystems where unofficial merchandise is rampant. Despite this, technological advancements in 3D printing and digital sculpting are streamlining prototyping and enabling small-scale customizations, thus allowing manufacturers to cater to both mass and niche markets efficiently. This not only reduces time-to-market but also enhances design accuracy and creative freedom for figure creators.

The distribution ecosystem for anime figures and action toys is experiencing dynamic shifts, with digital platforms gaining prominence alongside traditional retail. Specialty toy stores, hobby outlets, and licensed pop culture retailers remain vital, especially in urban markets. Yet, it is online marketplaces—such as Amazon, eBay, and dedicated anime merchandise platforms—that are redefining accessibility. Global shipping solutions and pre-order models are also optimizing inventory and production logistics. Additionally, subscription-based toy clubs and NFT-augmented collectibles are gaining ground, expanding the definition of ownership into virtual and mixed-reality spaces.

Geographically, Asia Pacific leads the global market, bolstered by Japan's dominance in anime production and consumer affinity for collectible culture. North America holds a substantial share, driven by the popularity of superhero franchises and expanding retail chains that stock licensed merchandise. Europe is witnessing robust growth due to increased exposure to Asian animation, localization of comic conventions, and digital retail penetration. Meanwhile, Latin America and the Middle East & Africa are emerging as promising markets, fueled by growing youth populations and the rising influence of global media.

**Major market player included in this report are:**

Bandai Namco Holdings Inc.

Good Smile Company

Hasbro, Inc.

Mattel, Inc.

Takara Tomy Co., Ltd.

Kotobukiya Co., Ltd.

Funko, Inc.

Kaiyodo Co., Ltd.

NECA (National Entertainment Collectibles Association)

Hot Toys Limited

Megahouse Corporation

Medicom Toy Corporation

Max Factory Co., Ltd.

Diamond Select Toys

Figma

**The detailed segments and sub-segment of the market are explained below:**

By Type

Superheroes

Anime Characters

Movie Characters

By End-user

Up To 8 Years

9 - 15 Years

15 Years & Above

By Distribution Channel

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

**Years considered for the study are as follows:**

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

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

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

#### Companies Mentioned

Bandai Namco Holdings Inc.

Good Smile Company

Hasbro, Inc.

Mattel, Inc.

Takara Tomy Co., Ltd.

Kotobukiya Co., Ltd.

Funko, Inc.

Kaiyodo Co., Ltd.

NECA (National Entertainment Collectibles Association)

Hot Toys Limited

Megahouse Corporation

Medicom Toy Corporation

Max Factory Co., Ltd.

Diamond Select Toys

Figma

## Contents

### **CHAPTER 1. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Anime Figures and Action Toys Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Type
  - 1.3.2. By End-user
  - 1.3.3. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET DYNAMICS**

*Global Anime Figures and Action Toys Market Size study, by Type (Superheroes, Anime Characters, Movie Characte...*



### 3.1. Market Drivers

- 3.1.1. Expanding Global Fandom and Pop-Culture Conventions
- 3.1.2. Rising Disposable Income Among Millennials & Gen-Z Collectors
- 3.1.3. Licensing Partnerships with Entertainment Studios

### 3.2. Market Challenges

- 3.2.1. High Production Costs and Raw Material Fluctuations
- 3.2.2. Proliferation of Counterfeit Merchandise

### 3.3. Market Opportunities

- 3.3.1. Customization via 3D Printing and Digital Sculpting
- 3.3.2. Direct-to-Consumer E-commerce and Subscription Models
- 3.3.3. NFT-Backed and Augmented-Reality Collectibles

## **CHAPTER 4. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Forces Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Forces
- 4.1.7. Porter's 5 Forces Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economic
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunities

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET SIZE & FORECASTS BY TYPE (2022–2032)**

### 5.1. Segment Dashboard

### 5.2. Global Market: Superheroes vs. Anime Characters vs. Movie Characters Revenue Trend Analysis, 2022 & 2032 (USD Billion)

## **CHAPTER 6. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET SIZE & FORECASTS BY END-USER (2022–2032)**

### 6.1. Segment Dashboard

### 6.2. Global Market: Up To 8 Years, 9–15 Years, 15 Years & Above Revenue Trend Analysis, 2022 & 2032 (USD Billion)

## **CHAPTER 7. GLOBAL ANIME FIGURES AND ACTION TOYS MARKET SIZE & FORECASTS BY REGION (2022–2032)**

### 7.1. North America Market

#### 7.1.1. U.S. Market

##### 7.1.1.1. Type Breakdown & Forecasts, 2022–2032

##### 7.1.1.2. End-user Breakdown & Forecasts, 2022–2032

#### 7.1.2. Canada Market

### 7.2. Europe Market

#### 7.2.1. UK

#### 7.2.2. Germany

#### 7.2.3. France

#### 7.2.4. Spain

#### 7.2.5. Italy

#### 7.2.6. Rest of Europe

### 7.3. Asia Pacific Market

#### 7.3.1. China

#### 7.3.2. India

#### 7.3.3. Japan

#### 7.3.4. Australia

#### 7.3.5. South Korea

#### 7.3.6. Rest of Asia Pacific

### 7.4. Latin America Market

#### 7.4.1. Brazil

#### 7.4.2. Mexico

#### 7.4.3. Rest of Latin America

### 7.5. Middle East & Africa Market

- 7.5.1. Saudi Arabia
- 7.5.2. South Africa
- 7.5.3. Rest of Middle East & Africa

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Bandai Namco Holdings Inc.
  - 8.1.2. Good Smile Company
  - 8.1.3. Hasbro, Inc.
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Bandai Namco Holdings Inc.
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. Good Smile Company
  - 8.3.3. Hasbro, Inc.
  - 8.3.4. Mattel, Inc.
  - 8.3.5. Takara Tomy Co., Ltd.
  - 8.3.6. Funko, Inc.
  - 8.3.7. NECA (National Entertainment Collectibles Association)
  - 8.3.8. Hot Toys Limited
  - 8.3.9. Kotobukiya Co., Ltd.

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Anime Figures and Action Toys market, report scope
- TABLE 2. Global market estimates & forecasts by Region 2022–2032 (USD Billion)
- TABLE 3. Global market estimates & forecasts by Type 2022–2032 (USD Billion)
- TABLE 4. Global market estimates & forecasts by End-user 2022–2032 (USD Billion)
- TABLE 5. Global market estimates & forecasts by Distribution Channel 2022–2032 (USD Billion)
- TABLE 6. North America market estimates & forecasts, 2022–2032 (USD Billion)
- TABLE 7. U.S. market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 8. Canada market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 9. Europe market estimates & forecasts, 2022–2032 (USD Billion)
- TABLE 10. UK market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 11. Germany market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 12. Asia Pacific market estimates & forecasts, 2022–2032 (USD Billion)
- TABLE 13. China market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 14. India market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 15. Latin America market estimates & forecasts, 2022–2032 (USD Billion)
- TABLE 16. Brazil market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 17. Middle East & Africa market estimates & forecasts, 2022–2032 (USD Billion)
- TABLE 18. Saudi Arabia market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 19. South Africa market estimates & forecasts by segment, 2022–2032 (USD Billion)
- TABLE 20. Global market competitive landscape analysis, 2023

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Anime Figures and Action Toys market, research methodology
- FIG 2. Market estimation techniques
- FIG 3. Market size estimates & forecast methods
- FIG 4. Key trends 2023
- FIG 5. Growth prospects 2022–2032
- FIG 6. Porter's 5 Forces model
- FIG 7. PESTEL analysis
- FIG 8. Value chain analysis
- FIG 9. Market by Type, 2022 & 2032 (USD Billion)
- FIG 10. Market by End-user, 2022 & 2032 (USD Billion)
- FIG 11. Market by Distribution Channel, 2022 & 2032 (USD Billion)
- FIG 12. Regional snapshot 2022 & 2032
- FIG 13. North America market, 2022 & 2032 (USD Billion)
- FIG 14. Europe market, 2022 & 2032 (USD Billion)
- FIG 15. Asia Pacific market, 2022 & 2032 (USD Billion)
- FIG 16. Latin America market, 2022 & 2032 (USD Billion)
- FIG 17. Middle East & Africa market, 2022 & 2032 (USD Billion)
- FIG 18. Company market share analysis (2023)
- FIG 19. Key challenges and opportunities framework
- FIG 20. Adoption lifecycle curve

## I would like to order

Product name: Global Anime Figures and Action Toys Market Size study, by Type (Superheroes, Anime Characters, Movie Characters), by End-user (Up To 8 Years, 9 - 15 Years, 15 Years & Above), by Distribution Channel, and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G8A2E8BC4483EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8A2E8BC4483EN.html>