

# **Global Sports Trading Cards Market Size study & Forecast, by Product Type (Character Card, Image Card, Autograph Card), Distribution Channel (Big Box Retailers, Supermarkets, Breakers, Hobby Shops), and Application (Baseball, Basketball, Football, Cricket) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Sports Trading Cards Market is valued at approximately USD 12.62 billion in 2024 and is projected to expand at a CAGR of 7.80% over the forecast period 2025-2035. Sports trading cards, encompassing character cards, image cards, and autograph cards, have evolved beyond simple collectibles to become high-value investment assets and cultural phenomena. The market is driven by the burgeoning interest in professional sports, nostalgia among collectors, and the rise of competitive trading card communities. Enhanced digital engagement, coupled with live events, auctions, and online marketplaces, has amplified accessibility and appeal, making trading cards a compelling segment within both retail and hobbyist spheres.

Growing awareness of limited-edition releases and celebrity-endorsed cards has propelled demand globally. Collectors are increasingly gravitating toward high-quality, authenticated cards, fueling growth in the autograph card segment and premium offerings. Moreover, the proliferation of hobby shops, big box retailers, and specialized online marketplaces has created seamless channels for enthusiasts to discover, trade, and purchase cards, supporting sustained market expansion. However, fluctuations in sports popularity and economic conditions may create short-term volatility in demand, requiring strategic product launches and marketing innovations to maintain growth momentum.

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

**By Product Type:**

Character Card

Image Card

Autograph Card

**By Distribution Channel:**

Big Box Retailers

Supermarkets

Breakers

Hobby Shops

**By Application:**

Baseball

Basketball

Association Football

Cricket

**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

### **Character Cards Expected to Dominate the Market**

Character cards are forecasted to hold the largest market share owing to their broad appeal across collectors of all ages and their association with major sports franchises. These cards provide a blend of entertainment, collectibility, and investment potential, making them a cornerstone of trading card portfolios. Image and autograph cards are experiencing accelerated adoption, driven by limited editions, player endorsements, and high-demand collectible series. In essence, character cards set the foundation of market stability while specialized cards fuel aspirational and premium growth.

### **Big Box Retailers Lead in Revenue Contribution**

In terms of distribution, big box retailers account for the majority of market revenue due to their extensive geographic presence and ability to offer a wide range of products, including exclusive and limited-edition sets. Hobby shops and online marketplaces are expanding rapidly, serving niche collector communities and providing personalized experiences. The synergy between mass-market channels and specialty outlets ensures both volume and value growth, capturing diverse consumer segments from casual collectors to high-net-worth investors.

North America dominated the market in 2025, reflecting the region's robust sports culture, extensive professional leagues, and well-established retail and collector networks. Asia Pacific is projected to experience the fastest growth over the forecast period, propelled by a rising middle class, increasing interest in international sports, and expanding distribution infrastructure. Europe and Latin America show steady growth, driven by established sports traditions and collector bases, while the Middle East & Africa is emerging as a promising market due to growing urbanization and sports fandom.

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

Topps Company, Inc.

Panini Group

Upper Deck Company

Leaf Trading Cards

Cryptozoic Entertainment

Fanatics Collectibles

Bowman

Beckett Media

In the Game

Press Pass Collectibles

Score, Inc.

Upper Deck Authenticated

Panini America

Topps UK

Panini Collectibles

**Global Sports Trading Cards 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 to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. It also provides insights on key drivers, challenges, and emerging opportunities in micro-markets, alongside a detailed competitive landscape analysis and company product portfolios.

### **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.

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

Assessment of competitive structure within the market.

Demand and supply side analysis of the market.

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