

# Global Blind Box Decorations Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/B5D70D09DB1DEN.html>

Date: February 2026

Pages: 156

Price: US\$ 2,980.00 (Single User License)

ID: B5D70D09DB1DEN

## Abstracts

Consumers cannot know in advance the toy boxes of specific product styles. The products in the blind box are highly uncertain, and are mostly launched in series, becoming the carrier of entertainment, communication, exchange, and purchase for the new generation of young people, occupying the surprise economy, loneliness economy, and social economy of young people. Attracted by factors such as high gross profit margins, high growth, innovative sales models, and the emerging 100 billion young trendy play market, capital and listed companies have rushed to the blind box market, and the blind box market has a bright future. According to a research report released by China Merchants Securities in December this year, the market size of blind boxes in China will be about 2.88 billion yuan in 2019. According to the penetration rate of blind boxes in male/female target audiences in the next three years, the penetration rate will reach 10%/20%, and the number of blind boxes consumed per capita will be 9. According to an annual estimate, the market size of blind boxes in China will reach 22.8 billion yuan in 2023. From the perspective of the trendy play industry, the scale of China's trendy play market in 2019 is about 20.7 billion yuan, and it is expected that the scale of China's trendy play market will reach 55 billion yuan in 2022.

The global Blind Box Decorations market size was estimated at USD 7496.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Blind Box Decorations market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Blind Box Decorations market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Blind Box Decorations market.

### **Global Blind Box Decorations Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Sonny Angel  
Popmart  
1983  
LEGO  
Miniso  
TOKIDOKI  
Kidrobot

DisneyFunko  
Shopkins  
Dreams inc  
52toys  
Robotime  
Ip Station  
EXDL  
12dong  
China Brands  
Alpha Group

### **Market Segmentation (by Type)**

Limited Edition  
Hidden Edition  
Ordinary Edition

### **Market Segmentation (by Application)**

Supermarkets/hypermarkets  
Convenience Stores  
Online Sales  
Others

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Blind Box Decorations Market  
Overview of the regional outlook of the Blind Box Decorations Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Blind Box Decorations Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Blind Box Decorations, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change  
This enables you to anticipate market changes to remain ahead of your competitors  
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Blind Box Decorations
- 1.2 Key Market Segments
  - 1.2.1 Blind Box Decorations Segment by Type
  - 1.2.2 Blind Box Decorations Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 BLIND BOX DECORATIONS MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Blind Box Decorations Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Blind Box Decorations Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 BLIND BOX DECORATIONS MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Blind Box Decorations Product Life Cycle
- 3.3 Global Blind Box Decorations Sales by Manufacturers (2020-2025)
- 3.4 Global Blind Box Decorations Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Blind Box Decorations Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Blind Box Decorations Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Blind Box Decorations Market Competitive Situation and Trends
  - 3.8.1 Blind Box Decorations Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Blind Box Decorations Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

## **4 BLIND BOX DECORATIONS INDUSTRY CHAIN ANALYSIS**

- 4.1 Blind Box Decorations Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF BLIND BOX DECORATIONS MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Blind Box Decorations Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Blind Box Decorations Market
- 5.7 ESG Ratings of Leading Companies

## **6 BLIND BOX DECORATIONS MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Blind Box Decorations Sales Market Share by Type (2020-2025)
- 6.3 Global Blind Box Decorations Market Size by Type (2020-2025)
- 6.4 Global Blind Box Decorations Price by Type (2020-2025)

## **7 BLIND BOX DECORATIONS MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Blind Box Decorations Market Sales by Application (2020-2025)

7.3 Global Blind Box Decorations Market Size (M USD) by Application (2020-2025)

7.4 Global Blind Box Decorations Sales Growth Rate by Application (2020-2025)

## **8 BLIND BOX DECORATIONS MARKET SALES BY REGION**

8.1 Global Blind Box Decorations Sales by Region

8.1.1 Global Blind Box Decorations Sales by Region

8.1.2 Global Blind Box Decorations Sales Market Share by Region

8.2 Global Blind Box Decorations Market Size by Region

8.2.1 Global Blind Box Decorations Market Size by Region

8.2.2 Global Blind Box Decorations Market Size by Region

8.3 North America

8.3.1 North America Blind Box Decorations Sales by Country

8.3.2 North America Blind Box Decorations Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Blind Box Decorations Sales by Country

8.4.2 Europe Blind Box Decorations Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Blind Box Decorations Sales by Region

8.5.2 Asia Pacific Blind Box Decorations Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Blind Box Decorations Sales by Country

8.6.2 South America Blind Box Decorations Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Blind Box Decorations Sales by Region
- 8.7.2 Middle East and Africa Blind Box Decorations Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## 9 BLIND BOX DECORATIONS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Blind Box Decorations by Region(2020-2025)
- 9.2 Global Blind Box Decorations Revenue Market Share by Region (2020-2025)
- 9.3 Global Blind Box Decorations Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Blind Box Decorations Production
  - 9.4.1 North America Blind Box Decorations Production Growth Rate (2020-2025)
  - 9.4.2 North America Blind Box Decorations Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Blind Box Decorations Production
  - 9.5.1 Europe Blind Box Decorations Production Growth Rate (2020-2025)
  - 9.5.2 Europe Blind Box Decorations Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Blind Box Decorations Production (2020-2025)
  - 9.6.1 Japan Blind Box Decorations Production Growth Rate (2020-2025)
  - 9.6.2 Japan Blind Box Decorations Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Blind Box Decorations Production (2020-2025)
  - 9.7.1 China Blind Box Decorations Production Growth Rate (2020-2025)
  - 9.7.2 China Blind Box Decorations Production, Revenue, Price and Gross Margin (2020-2025)

## 10 KEY COMPANIES PROFILE

- 10.1 Sonny Angel
  - 10.1.1 Sonny Angel Basic Information
  - 10.1.2 Sonny Angel Blind Box Decorations Product Overview
  - 10.1.3 Sonny Angel Blind Box Decorations Product Market Performance
  - 10.1.4 Sonny Angel Business Overview

- 10.1.5 Sonny Angel SWOT Analysis
- 10.1.6 Sonny Angel Recent Developments
- 10.2 Popmart
  - 10.2.1 Popmart Basic Information
  - 10.2.2 Popmart Blind Box Decorations Product Overview
  - 10.2.3 Popmart Blind Box Decorations Product Market Performance
  - 10.2.4 Popmart Business Overview
  - 10.2.5 Popmart SWOT Analysis
  - 10.2.6 Popmart Recent Developments
- 10.3 1983
  - 10.3.1 1983 Basic Information
  - 10.3.2 1983 Blind Box Decorations Product Overview
  - 10.3.3 1983 Blind Box Decorations Product Market Performance
  - 10.3.4 1983 Business Overview
  - 10.3.5 1983 SWOT Analysis
  - 10.3.6 1983 Recent Developments
- 10.4 LEGO
  - 10.4.1 LEGO Basic Information
  - 10.4.2 LEGO Blind Box Decorations Product Overview
  - 10.4.3 LEGO Blind Box Decorations Product Market Performance
  - 10.4.4 LEGO Business Overview
  - 10.4.5 LEGO Recent Developments
- 10.5 Miniso
  - 10.5.1 Miniso Basic Information
  - 10.5.2 Miniso Blind Box Decorations Product Overview
  - 10.5.3 Miniso Blind Box Decorations Product Market Performance
  - 10.5.4 Miniso Business Overview
  - 10.5.5 Miniso Recent Developments
- 10.6 TOKIDOKI
  - 10.6.1 TOKIDOKI Basic Information
  - 10.6.2 TOKIDOKI Blind Box Decorations Product Overview
  - 10.6.3 TOKIDOKI Blind Box Decorations Product Market Performance
  - 10.6.4 TOKIDOKI Business Overview
  - 10.6.5 TOKIDOKI Recent Developments
- 10.7 Kidrobot
  - 10.7.1 Kidrobot Basic Information
  - 10.7.2 Kidrobot Blind Box Decorations Product Overview
  - 10.7.3 Kidrobot Blind Box Decorations Product Market Performance
  - 10.7.4 Kidrobot Business Overview

- 10.7.5 Kidrobot Recent Developments
- 10.8 DisneyFunko
  - 10.8.1 DisneyFunko Basic Information
  - 10.8.2 DisneyFunko Blind Box Decorations Product Overview
  - 10.8.3 DisneyFunko Blind Box Decorations Product Market Performance
  - 10.8.4 DisneyFunko Business Overview
  - 10.8.5 DisneyFunko Recent Developments
- 10.9 Shopkins
  - 10.9.1 Shopkins Basic Information
  - 10.9.2 Shopkins Blind Box Decorations Product Overview
  - 10.9.3 Shopkins Blind Box Decorations Product Market Performance
  - 10.9.4 Shopkins Business Overview
  - 10.9.5 Shopkins Recent Developments
- 10.10 Dreams inc
  - 10.10.1 Dreams inc Basic Information
  - 10.10.2 Dreams inc Blind Box Decorations Product Overview
  - 10.10.3 Dreams inc Blind Box Decorations Product Market Performance
  - 10.10.4 Dreams inc Business Overview
  - 10.10.5 Dreams inc Recent Developments
- 10.11 52toys
  - 10.11.1 52toys Basic Information
  - 10.11.2 52toys Blind Box Decorations Product Overview
  - 10.11.3 52toys Blind Box Decorations Product Market Performance
  - 10.11.4 52toys Business Overview
  - 10.11.5 52toys Recent Developments
- 10.12 Robotime
  - 10.12.1 Robotime Basic Information
  - 10.12.2 Robotime Blind Box Decorations Product Overview
  - 10.12.3 Robotime Blind Box Decorations Product Market Performance
  - 10.12.4 Robotime Business Overview
  - 10.12.5 Robotime Recent Developments
- 10.13 Ip Station
  - 10.13.1 Ip Station Basic Information
  - 10.13.2 Ip Station Blind Box Decorations Product Overview
  - 10.13.3 Ip Station Blind Box Decorations Product Market Performance
  - 10.13.4 Ip Station Business Overview
  - 10.13.5 Ip Station Recent Developments
- 10.14 EXDL
  - 10.14.1 EXDL Basic Information

- 10.14.2 EXDL Blind Box Decorations Product Overview
- 10.14.3 EXDL Blind Box Decorations Product Market Performance
- 10.14.4 EXDL Business Overview
- 10.14.5 EXDL Recent Developments
- 10.15 12dong
  - 10.15.1 12dong Basic Information
  - 10.15.2 12dong Blind Box Decorations Product Overview
  - 10.15.3 12dong Blind Box Decorations Product Market Performance
  - 10.15.4 12dong Business Overview
  - 10.15.5 12dong Recent Developments
- 10.16 China Brands
  - 10.16.1 China Brands Basic Information
  - 10.16.2 China Brands Blind Box Decorations Product Overview
  - 10.16.3 China Brands Blind Box Decorations Product Market Performance
  - 10.16.4 China Brands Business Overview
  - 10.16.5 China Brands Recent Developments
- 10.17 Alpha Group
  - 10.17.1 Alpha Group Basic Information
  - 10.17.2 Alpha Group Blind Box Decorations Product Overview
  - 10.17.3 Alpha Group Blind Box Decorations Product Market Performance
  - 10.17.4 Alpha Group Business Overview
  - 10.17.5 Alpha Group Recent Developments

## **11 BLIND BOX DECORATIONS MARKET FORECAST BY REGION**

- 11.1 Global Blind Box Decorations Market Size Forecast
- 11.2 Global Blind Box Decorations Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Blind Box Decorations Market Size Forecast by Country
  - 11.2.3 Asia Pacific Blind Box Decorations Market Size Forecast by Region
  - 11.2.4 South America Blind Box Decorations Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Blind Box Decorations by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global Blind Box Decorations Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Blind Box Decorations by Type (2026-2035)
  - 12.1.2 Global Blind Box Decorations Market Size Forecast by Type (2026-2035)
  - 12.1.3 Global Forecasted Price of Blind Box Decorations by Type (2026-2035)

## 12.2 Global Blind Box Decorations Market Forecast by Application (2026-2035)

### 12.2.1 Global Blind Box Decorations Sales (K Units) Forecast by Application

### 12.2.2 Global Blind Box Decorations Market Size (M USD) Forecast by Application (2026-2035)

## 13 CONCLUSION AND KEY FINDINGS

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Blind Box Decorations Market Size by Type (M USD)
- Table 4. Global Blind Box Decorations Market Size by Application
- Table 5. Blind Box Decorations Market Size Comparison by Region (M USD)
- Table 6. Global Blind Box Decorations Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Blind Box Decorations Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Blind Box Decorations Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Blind Box Decorations Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Blind Box Decorations as of 2025)
- Table 11. Global Market Blind Box Decorations Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Blind Box Decorations Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Blind Box Decorations Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Blind Box Decorations Sales by Type (K Units)
- Table 27. Global Blind Box Decorations Market Size by Type (M USD)
- Table 28. Global Blind Box Decorations Sales (K Units) by Type (2020-2025)
- Table 29. Global Blind Box Decorations Sales Market Share by Type (2020-2025)

- Table 30. Global Blind Box Decorations Market Size (M USD) by Type (2020-2025)
- Table 31. Global Blind Box Decorations Market Share by Type (2020-2025)
- Table 32. Global Blind Box Decorations Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Blind Box Decorations Sales (K Units) by Application
- Table 34. Global Blind Box Decorations Market Size by Application
- Table 35. Global Blind Box Decorations Sales by Application (2020-2025) & (K Units)
- Table 36. Global Blind Box Decorations Sales Market Share by Application (2020-2025)
- Table 37. Global Blind Box Decorations Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Blind Box Decorations Market Share by Application (2020-2025)
- Table 39. Global Blind Box Decorations Sales Growth Rate by Application (2020-2025)
- Table 40. Global Blind Box Decorations Sales by Region (2020-2025) & (K Units)
- Table 41. Global Blind Box Decorations Sales Market Share by Region (2020-2025)
- Table 42. Global Blind Box Decorations Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Blind Box Decorations Market Size by Region (2020-2025)
- Table 44. North America Blind Box Decorations Sales by Country (2020-2025) & (K Units)
- Table 45. North America Blind Box Decorations Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Blind Box Decorations Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Blind Box Decorations Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Blind Box Decorations Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Blind Box Decorations Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Blind Box Decorations Sales by Country (2020-2025) & (K Units)
- Table 51. South America Blind Box Decorations Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Blind Box Decorations Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Blind Box Decorations Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Blind Box Decorations Production (K Units) by Region(2020-2025)
- Table 55. Global Blind Box Decorations Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Blind Box Decorations Revenue Market Share by Region (2020-2025)
- Table 57. Global Blind Box Decorations Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Blind Box Decorations Production (K Units), Revenue (US\$

Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe Blind Box Decorations Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan Blind Box Decorations Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China Blind Box Decorations Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Sonny Angel Basic Information

Table 63. Sonny Angel Blind Box Decorations Product Overview

Table 64. Sonny Angel Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Sonny Angel Business Overview

Table 66. Sonny Angel SWOT Analysis

Table 67. Sonny Angel Recent Developments

Table 68. Popmart Basic Information

Table 69. Popmart Blind Box Decorations Product Overview

Table 70. Popmart Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Popmart Business Overview

Table 72. Popmart SWOT Analysis

Table 73. Popmart Recent Developments

Table 74. 1983 Basic Information

Table 75. 1983 Blind Box Decorations Product Overview

Table 76. 1983 Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. 1983 Business Overview

Table 78. 1983 SWOT Analysis

Table 79. 1983 Recent Developments

Table 80. LEGO Basic Information

Table 81. LEGO Blind Box Decorations Product Overview

Table 82. LEGO Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. LEGO Business Overview

Table 84. LEGO Recent Developments

Table 85. Miniso Basic Information

Table 86. Miniso Blind Box Decorations Product Overview

Table 87. Miniso Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Miniso Business Overview

Table 89. Miniso Recent Developments

Table 90. TOKIDOKI Basic Information

Table 91. TOKIDOKI Blind Box Decorations Product Overview

Table 92. TOKIDOKI Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. TOKIDOKI Business Overview

Table 94. TOKIDOKI Recent Developments

Table 95. Kidrobot Basic Information

Table 96. Kidrobot Blind Box Decorations Product Overview

Table 97. Kidrobot Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 98. Kidrobot Business Overview

Table 99. Kidrobot Recent Developments

Table 100. DisneyFunko Basic Information

Table 101. DisneyFunko Blind Box Decorations Product Overview

Table 102. DisneyFunko Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 103. DisneyFunko Business Overview

Table 104. DisneyFunko Recent Developments

Table 105. Shopkins Basic Information

Table 106. Shopkins Blind Box Decorations Product Overview

Table 107. Shopkins Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 108. Shopkins Business Overview

Table 109. Shopkins Recent Developments

Table 110. Dreams inc Basic Information

Table 111. Dreams inc Blind Box Decorations Product Overview

Table 112. Dreams inc Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 113. Dreams inc Business Overview

Table 114. Dreams inc Recent Developments

Table 115. 52toys Basic Information

Table 116. 52toys Blind Box Decorations Product Overview

Table 117. 52toys Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. 52toys Business Overview

Table 119. 52toys Recent Developments

Table 120. Robotime Basic Information

Table 121. Robotime Blind Box Decorations Product Overview

- Table 122. Robotime Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Robotime Business Overview
- Table 124. Robotime Recent Developments
- Table 125. Ip Station Basic Information
- Table 126. Ip Station Blind Box Decorations Product Overview
- Table 127. Ip Station Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 128. Ip Station Business Overview
- Table 129. Ip Station Recent Developments
- Table 130. EXDL Basic Information
- Table 131. EXDL Blind Box Decorations Product Overview
- Table 132. EXDL Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. EXDL Business Overview
- Table 134. EXDL Recent Developments
- Table 135. 12dong Basic Information
- Table 136. 12dong Blind Box Decorations Product Overview
- Table 137. 12dong Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. 12dong Business Overview
- Table 139. 12dong Recent Developments
- Table 140. China Brands Basic Information
- Table 141. China Brands Blind Box Decorations Product Overview
- Table 142. China Brands Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 143. China Brands Business Overview
- Table 144. China Brands Recent Developments
- Table 145. Alpha Group Basic Information
- Table 146. Alpha Group Blind Box Decorations Product Overview
- Table 147. Alpha Group Blind Box Decorations Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 148. Alpha Group Business Overview
- Table 149. Alpha Group Recent Developments
- Table 150. Global Blind Box Decorations Sales Forecast by Region (2026-2035) & (K Units)
- Table 151. Global Blind Box Decorations Market Size Forecast by Region (2026-2035) & (M USD)
- Table 152. North America Blind Box Decorations Sales Forecast by Country

(2026-2035) & (K Units)

Table 153. North America Blind Box Decorations Market Size Forecast by Country (2026-2035) & (M USD)

Table 154. Europe Blind Box Decorations Sales Forecast by Country (2026-2035) & (K Units)

Table 155. Europe Blind Box Decorations Market Size Forecast by Country (2026-2035) & (M USD)

Table 156. Asia Pacific Blind Box Decorations Sales Forecast by Region (2026-2035) & (K Units)

Table 157. Asia Pacific Blind Box Decorations Market Size Forecast by Region (2026-2035) & (M USD)

Table 158. South America Blind Box Decorations Sales Forecast by Country (2026-2035) & (K Units)

Table 159. South America Blind Box Decorations Market Size Forecast by Country (2026-2035) & (M USD)

Table 160. Middle East and Africa Blind Box Decorations Sales Forecast by Country (2026-2035) & (Units)

Table 161. Middle East and Africa Blind Box Decorations Market Size Forecast by Country (2026-2035) & (M USD)

Table 162. Global Blind Box Decorations Sales Forecast by Type (2026-2035) & (K Units)

Table 163. Global Blind Box Decorations Market Size Forecast by Type (2026-2035) & (M USD)

Table 164. Global Blind Box Decorations Price Forecast by Type (2026-2035) & (USD/Unit)

Table 165. Global Blind Box Decorations Sales (K Units) Forecast by Application (2026-2035)

Table 166. Global Blind Box Decorations Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Blind Box Decorations
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Blind Box Decorations Market Size (M USD), 2025-2035
- Figure 5. Global Blind Box Decorations Market Size (M USD) (2020-2035)
- Figure 6. Global Blind Box Decorations Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Blind Box Decorations Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Blind Box Decorations Product Life Cycle
- Figure 13. Blind Box Decorations Sales Share by Manufacturers in 2025
- Figure 14. Global Blind Box Decorations Revenue Share by Manufacturers in 2025
- Figure 15. Blind Box Decorations Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Blind Box Decorations Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Blind Box Decorations Revenue in 2025
- Figure 18. Industry Chain Map of Blind Box Decorations
- Figure 19. Global Blind Box Decorations Market PEST Analysis
- Figure 20. Global Blind Box Decorations Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Blind Box Decorations Market Share by Type
- Figure 27. Sales Market Share of Blind Box Decorations by Type (2020-2025)
- Figure 28. Sales Market Share of Blind Box Decorations by Type in 2025
- Figure 29. Market Share of Blind Box Decorations by Type (2020-2025)
- Figure 30. Market Share of Blind Box Decorations by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Blind Box Decorations Market Share by Application

Figure 33. Global Blind Box Decorations Sales Market Share by Application (2020-2025)

Figure 34. Global Blind Box Decorations Sales Market Share by Application in 2025

Figure 35. Global Blind Box Decorations Market Share by Application (2020-2025)

Figure 36. Global Blind Box Decorations Market Share by Application in 2025

Figure 37. Global Blind Box Decorations Sales Growth Rate by Application (2020-2025)

Figure 38. Global Blind Box Decorations Sales Market Share by Region (2020-2025)

Figure 39. Global Blind Box Decorations Market Size by Region (2020-2025)

Figure 40. North America Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Blind Box Decorations Sales Market Share by Country in 2024

Figure 43. North America Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Blind Box Decorations Market Size by Country in 2024

Figure 45. U.S. Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Blind Box Decorations Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Blind Box Decorations Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Blind Box Decorations Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Blind Box Decorations Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Blind Box Decorations Sales Market Share by Country in 2024

Figure 53. Europe Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Blind Box Decorations Market Size by Country in 2024

Figure 55. Germany Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Blind Box Decorations Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 59. U.K. Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Blind Box Decorations Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Blind Box Decorations Sales Market Share by Region in 2024

Figure 67. Asia Pacific Blind Box Decorations Market Size by Region in 2024

Figure 68. China Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Blind Box Decorations Sales and Growth Rate (K Units)

Figure 79. South America Blind Box Decorations Sales Market Share by Country in 2024

Figure 80. South America Blind Box Decorations Market Size and Growth Rate (M USD)

Figure 81. South America Blind Box Decorations Market Size by Country in 2024

Figure 82. Brazil Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 84. Argentina Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Blind Box Decorations Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Blind Box Decorations Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Blind Box Decorations Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Blind Box Decorations Market Size by Region in 2024

Figure 92. Saudi Arabia Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Blind Box Decorations Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Blind Box Decorations Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Blind Box Decorations Production Market Share by Region (2020-2025)

Figure 103. North America Blind Box Decorations Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Blind Box Decorations Production (K Units) Growth Rate

(2020-2025)

Figure 105. Japan Blind Box Decorations Production (K Units) Growth Rate

(2020-2025)

Figure 106. China Blind Box Decorations Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Blind Box Decorations Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Blind Box Decorations Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Blind Box Decorations Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Blind Box Decorations Market Share Forecast by Type (2026-2035)

Figure 111. Global Blind Box Decorations Sales Forecast by Application (2026-2035)

Figure 112. Global Blind Box Decorations Market Share Forecast by Application (2026-2035)

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