

Global AI Smart Toys Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on AI Smart Toys competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. By 2024, global production of AI-powered smart toys is 35.54 million units, with an average selling price of \$100 per unit. AI smart toys are interactive toy products that integrate artificial intelligence technology, possessing perception, learning, decision-making, and feedback capabilities. They typically incorporate technologies such as speech recognition, image recognition, natural language processing, emotion recognition, and motion capture, enabling multimodal interaction with users and providing personalized companionship, education, entertainment, or rehabilitation experiences. Unlike traditional electronic toys, AI smart toys not only respond to preset commands but also learn and adapt based on user behavior. For example, they can recognize children's emotions and respond with soothing responses, or adjust teaching content based on learning progress. Some products also feature internet connectivity, supporting cloud-based model access and content updates, making them integrated hardware and software smart devices. AI-powered toys are toys that possess a degree of artificial intelligence, meaning they can learn and adapt how they interact with users, respond to external stimuli, and behave according to pre-programmed patterns. AI-powered toys can provide children with interactive, personalized gaming or learning experiences and help them develop various skills and abilities. By definition, smart toys are interactive electronic toys. These toys operate according to preset patterns and can change their behavior based on external stimuli. They can also adjust to the player's abilities. These toys react to the player's actions or pre-programmed behaviors and are powered by cloud computing, artificial intelligence, and sensor-based technologies.

The global AI Smart Toys market size was estimated at USD 3554.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global AI Smart Toys 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 AI Smart Toys 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 AI Smart Toys market.

Global AI Smart Toys 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

Anki
Mattel
Sony AIBO
Aitoys Industry
PlayShifu
Sphero
Mattel
WowWee
Tangible Play
Primo Toys
Kano
Curio Interactive
MIKO
Tubby Toys
FoloToy
Fenda Technology

Market Segmentation (by Type)

Educational
Companionship
Entertainment
Others

Market Segmentation (by Application)

Children
Elderly
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 AI Smart Toys Market
Overview of the regional outlook of the AI Smart Toys 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 AI Smart Toys 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 AI Smart Toys, 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

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

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of AI Smart Toys

1.2 Key Market Segments

1.2.1 AI Smart Toys Segment by Type

1.2.2 AI Smart Toys 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 AI SMART TOYS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global AI Smart Toys Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global AI Smart Toys Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 AI SMART TOYS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global AI Smart Toys Product Life Cycle

3.3 Global AI Smart Toys Sales by Manufacturers (2020-2025)

3.4 Global AI Smart Toys Revenue Market Share by Manufacturers (2020-2025)

3.5 AI Smart Toys Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global AI Smart Toys Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 AI Smart Toys Market Competitive Situation and Trends

3.8.1 AI Smart Toys Market Concentration Rate

3.8.2 Global 5 and 10 Largest AI Smart Toys Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 AI SMART TOYS INDUSTRY CHAIN ANALYSIS

- 4.1 AI Smart Toys 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 AI SMART TOYS 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 AI Smart Toys 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 AI Smart Toys Market
- 5.7 ESG Ratings of Leading Companies

6 AI SMART TOYS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global AI Smart Toys Sales Market Share by Type (2020-2025)
- 6.3 Global AI Smart Toys Market Size by Type (2020-2025)
- 6.4 Global AI Smart Toys Price by Type (2020-2025)

7 AI SMART TOYS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global AI Smart Toys Market Sales by Application (2020-2025)
- 7.3 Global AI Smart Toys Market Size (M USD) by Application (2020-2025)

7.4 Global AI Smart Toys Sales Growth Rate by Application (2020-2025)

8 AI SMART TOYS MARKET SALES BY REGION

8.1 Global AI Smart Toys Sales by Region

8.1.1 Global AI Smart Toys Sales by Region

8.1.2 Global AI Smart Toys Sales Market Share by Region

8.2 Global AI Smart Toys Market Size by Region

8.2.1 Global AI Smart Toys Market Size by Region

8.2.2 Global AI Smart Toys Market Size by Region

8.3 North America

8.3.1 North America AI Smart Toys Sales by Country

8.3.2 North America AI Smart Toys 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 AI Smart Toys Sales by Country

8.4.2 Europe AI Smart Toys 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 AI Smart Toys Sales by Region

8.5.2 Asia Pacific AI Smart Toys 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 AI Smart Toys Sales by Country

8.6.2 South America AI Smart Toys 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 AI Smart Toys Sales by Region
- 8.7.2 Middle East and Africa AI Smart Toys 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 AI SMART TOYS MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Anki
 - 10.1.1 Anki Basic Information
 - 10.1.2 Anki AI Smart Toys Product Overview
 - 10.1.3 Anki AI Smart Toys Product Market Performance
 - 10.1.4 Anki Business Overview
 - 10.1.5 Anki SWOT Analysis
 - 10.1.6 Anki Recent Developments
- 10.2 Mattel
 - 10.2.1 Mattel Basic Information

- 10.2.2 Mattel AI Smart Toys Product Overview
- 10.2.3 Mattel AI Smart Toys Product Market Performance
- 10.2.4 Mattel Business Overview
- 10.2.5 Mattel SWOT Analysis
- 10.2.6 Mattel Recent Developments
- 10.3 Sony AIBO
 - 10.3.1 Sony AIBO Basic Information
 - 10.3.2 Sony AIBO AI Smart Toys Product Overview
 - 10.3.3 Sony AIBO AI Smart Toys Product Market Performance
 - 10.3.4 Sony AIBO Business Overview
 - 10.3.5 Sony AIBO SWOT Analysis
 - 10.3.6 Sony AIBO Recent Developments
- 10.4 Aitoys Industry
 - 10.4.1 Aitoys Industry Basic Information
 - 10.4.2 Aitoys Industry AI Smart Toys Product Overview
 - 10.4.3 Aitoys Industry AI Smart Toys Product Market Performance
 - 10.4.4 Aitoys Industry Business Overview
 - 10.4.5 Aitoys Industry Recent Developments
- 10.5 PlayShifu
 - 10.5.1 PlayShifu Basic Information
 - 10.5.2 PlayShifu AI Smart Toys Product Overview
 - 10.5.3 PlayShifu AI Smart Toys Product Market Performance
 - 10.5.4 PlayShifu Business Overview
 - 10.5.5 PlayShifu Recent Developments
- 10.6 Sphero
 - 10.6.1 Sphero Basic Information
 - 10.6.2 Sphero AI Smart Toys Product Overview
 - 10.6.3 Sphero AI Smart Toys Product Market Performance
 - 10.6.4 Sphero Business Overview
 - 10.6.5 Sphero Recent Developments
- 10.7 Mattel
 - 10.7.1 Mattel Basic Information
 - 10.7.2 Mattel AI Smart Toys Product Overview
 - 10.7.3 Mattel AI Smart Toys Product Market Performance
 - 10.7.4 Mattel Business Overview
 - 10.7.5 Mattel Recent Developments
- 10.8 WowWee
 - 10.8.1 WowWee Basic Information
 - 10.8.2 WowWee AI Smart Toys Product Overview

- 10.8.3 WowWee AI Smart Toys Product Market Performance
- 10.8.4 WowWee Business Overview
- 10.8.5 WowWee Recent Developments
- 10.9 Tangible Play
 - 10.9.1 Tangible Play Basic Information
 - 10.9.2 Tangible Play AI Smart Toys Product Overview
 - 10.9.3 Tangible Play AI Smart Toys Product Market Performance
 - 10.9.4 Tangible Play Business Overview
 - 10.9.5 Tangible Play Recent Developments
- 10.10 Primo Toys
 - 10.10.1 Primo Toys Basic Information
 - 10.10.2 Primo Toys AI Smart Toys Product Overview
 - 10.10.3 Primo Toys AI Smart Toys Product Market Performance
 - 10.10.4 Primo Toys Business Overview
 - 10.10.5 Primo Toys Recent Developments
- 10.11 Kano
 - 10.11.1 Kano Basic Information
 - 10.11.2 Kano AI Smart Toys Product Overview
 - 10.11.3 Kano AI Smart Toys Product Market Performance
 - 10.11.4 Kano Business Overview
 - 10.11.5 Kano Recent Developments
- 10.12 Curio Interactive
 - 10.12.1 Curio Interactive Basic Information
 - 10.12.2 Curio Interactive AI Smart Toys Product Overview
 - 10.12.3 Curio Interactive AI Smart Toys Product Market Performance
 - 10.12.4 Curio Interactive Business Overview
 - 10.12.5 Curio Interactive Recent Developments
- 10.13 MIKO
 - 10.13.1 MIKO Basic Information
 - 10.13.2 MIKO AI Smart Toys Product Overview
 - 10.13.3 MIKO AI Smart Toys Product Market Performance
 - 10.13.4 MIKO Business Overview
 - 10.13.5 MIKO Recent Developments
- 10.14 Tubby Toys
 - 10.14.1 Tubby Toys Basic Information
 - 10.14.2 Tubby Toys AI Smart Toys Product Overview
 - 10.14.3 Tubby Toys AI Smart Toys Product Market Performance
 - 10.14.4 Tubby Toys Business Overview
 - 10.14.5 Tubby Toys Recent Developments

10.15 FoloToy

10.15.1 FoloToy Basic Information

10.15.2 FoloToy AI Smart Toys Product Overview

10.15.3 FoloToy AI Smart Toys Product Market Performance

10.15.4 FoloToy Business Overview

10.15.5 FoloToy Recent Developments

10.16 Fenda Technology

10.16.1 Fenda Technology Basic Information

10.16.2 Fenda Technology AI Smart Toys Product Overview

10.16.3 Fenda Technology AI Smart Toys Product Market Performance

10.16.4 Fenda Technology Business Overview

10.16.5 Fenda Technology Recent Developments

11 AI SMART TOYS MARKET FORECAST BY REGION

11.1 Global AI Smart Toys Market Size Forecast

11.2 Global AI Smart Toys Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe AI Smart Toys Market Size Forecast by Country

11.2.3 Asia Pacific AI Smart Toys Market Size Forecast by Region

11.2.4 South America AI Smart Toys Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of AI Smart Toys by Country

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

12.1 Global AI Smart Toys Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of AI Smart Toys by Type (2026-2035)

12.1.2 Global AI Smart Toys Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of AI Smart Toys by Type (2026-2035)

12.2 Global AI Smart Toys Market Forecast by Application (2026-2035)

12.2.1 Global AI Smart Toys Sales (K Units) Forecast by Application

12.2.2 Global AI Smart Toys 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 AI Smart Toys Market Size by Type (M USD)
Table 4. Global AI Smart Toys Market Size by Application
Table 5. AI Smart Toys Market Size Comparison by Region (M USD)
Table 6. Global AI Smart Toys Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global AI Smart Toys Sales Market Share by Manufacturers (2020-2025)
Table 8. Global AI Smart Toys Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global AI Smart Toys Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in AI Smart Toys as of 2025)
Table 11. Global Market AI Smart Toys Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers? Manufacturing Sites, Areas Served
Table 13. Manufacturers? Product Type
Table 14. Global AI Smart Toys 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. AI Smart Toys 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 AI Smart Toys Sales by Type (K Units)
Table 27. Global AI Smart Toys Market Size by Type (M USD)
Table 28. Global AI Smart Toys Sales (K Units) by Type (2020-2025)
Table 29. Global AI Smart Toys Sales Market Share by Type (2020-2025)
Table 30. Global AI Smart Toys Market Size (M USD) by Type (2020-2025)
Table 31. Global AI Smart Toys Market Share by Type (2020-2025)

Table 32. Global AI Smart Toys Price (USD/Unit) by Type (2020-2025)
Table 33. Global AI Smart Toys Sales (K Units) by Application
Table 34. Global AI Smart Toys Market Size by Application
Table 35. Global AI Smart Toys Sales by Application (2020-2025) & (K Units)
Table 36. Global AI Smart Toys Sales Market Share by Application (2020-2025)
Table 37. Global AI Smart Toys Market Size by Application (2020-2025) & (M USD)
Table 38. Global AI Smart Toys Market Share by Application (2020-2025)
Table 39. Global AI Smart Toys Sales Growth Rate by Application (2020-2025)
Table 40. Global AI Smart Toys Sales by Region (2020-2025) & (K Units)
Table 41. Global AI Smart Toys Sales Market Share by Region (2020-2025)
Table 42. Global AI Smart Toys Market Size by Region (2020-2025) & (M USD)
Table 43. Global AI Smart Toys Market Size by Region (2020-2025)
Table 44. North America AI Smart Toys Sales by Country (2020-2025) & (K Units)
Table 45. North America AI Smart Toys Market Size by Country (2020-2025) & (M USD)
Table 46. Europe AI Smart Toys Sales by Country (2020-2025) & (K Units)
Table 47. Europe AI Smart Toys Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific AI Smart Toys Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific AI Smart Toys Market Size by Region (2020-2025) & (M USD)
Table 50. South America AI Smart Toys Sales by Country (2020-2025) & (K Units)
Table 51. South America AI Smart Toys Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa AI Smart Toys Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa AI Smart Toys Market Size by Region (2020-2025) & (M USD)
Table 54. Global AI Smart Toys Production (K Units) by Region(2020-2025)
Table 55. Global AI Smart Toys Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global AI Smart Toys Revenue Market Share by Region (2020-2025)
Table 57. Global AI Smart Toys Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America AI Smart Toys Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe AI Smart Toys Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan AI Smart Toys Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China AI Smart Toys Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Anki Basic Information

Table 63. Anki AI Smart Toys Product Overview
Table 64. Anki AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 65. Anki Business Overview
Table 66. Anki SWOT Analysis
Table 67. Anki Recent Developments
Table 68. Mattel Basic Information
Table 69. Mattel AI Smart Toys Product Overview
Table 70. Mattel AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Mattel Business Overview
Table 72. Mattel SWOT Analysis
Table 73. Mattel Recent Developments
Table 74. Sony AIBO Basic Information
Table 75. Sony AIBO AI Smart Toys Product Overview
Table 76. Sony AIBO AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Sony AIBO Business Overview
Table 78. Sony AIBO SWOT Analysis
Table 79. Sony AIBO Recent Developments
Table 80. Aitoys Industry Basic Information
Table 81. Aitoys Industry AI Smart Toys Product Overview
Table 82. Aitoys Industry AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. Aitoys Industry Business Overview
Table 84. Aitoys Industry Recent Developments
Table 85. PlayShifu Basic Information
Table 86. PlayShifu AI Smart Toys Product Overview
Table 87. PlayShifu AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. PlayShifu Business Overview
Table 89. PlayShifu Recent Developments
Table 90. Sphero Basic Information
Table 91. Sphero AI Smart Toys Product Overview
Table 92. Sphero AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Sphero Business Overview
Table 94. Sphero Recent Developments
Table 95. Mattel Basic Information

Table 96. Mattel AI Smart Toys Product Overview
Table 97. Mattel AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. Mattel Business Overview
Table 99. Mattel Recent Developments
Table 100. WowWee Basic Information
Table 101. WowWee AI Smart Toys Product Overview
Table 102. WowWee AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. WowWee Business Overview
Table 104. WowWee Recent Developments
Table 105. Tangible Play Basic Information
Table 106. Tangible Play AI Smart Toys Product Overview
Table 107. Tangible Play AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 108. Tangible Play Business Overview
Table 109. Tangible Play Recent Developments
Table 110. Primo Toys Basic Information
Table 111. Primo Toys AI Smart Toys Product Overview
Table 112. Primo Toys AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 113. Primo Toys Business Overview
Table 114. Primo Toys Recent Developments
Table 115. Kano Basic Information
Table 116. Kano AI Smart Toys Product Overview
Table 117. Kano AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 118. Kano Business Overview
Table 119. Kano Recent Developments
Table 120. Curio Interactive Basic Information
Table 121. Curio Interactive AI Smart Toys Product Overview
Table 122. Curio Interactive AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 123. Curio Interactive Business Overview
Table 124. Curio Interactive Recent Developments
Table 125. MIKO Basic Information
Table 126. MIKO AI Smart Toys Product Overview
Table 127. MIKO AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. MIKO Business Overview
Table 129. MIKO Recent Developments
Table 130. Tubby Toys Basic Information
Table 131. Tubby Toys AI Smart Toys Product Overview
Table 132. Tubby Toys AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. Tubby Toys Business Overview
Table 134. Tubby Toys Recent Developments
Table 135. FoloToy Basic Information
Table 136. FoloToy AI Smart Toys Product Overview
Table 137. FoloToy AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 138. FoloToy Business Overview
Table 139. FoloToy Recent Developments
Table 140. Fenda Technology Basic Information
Table 141. Fenda Technology AI Smart Toys Product Overview
Table 142. Fenda Technology AI Smart Toys Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 143. Fenda Technology Business Overview
Table 144. Fenda Technology Recent Developments
Table 145. Global AI Smart Toys Sales Forecast by Region (2026-2035) & (K Units)
Table 146. Global AI Smart Toys Market Size Forecast by Region (2026-2035) & (M USD)
Table 147. North America AI Smart Toys Sales Forecast by Country (2026-2035) & (K Units)
Table 148. North America AI Smart Toys Market Size Forecast by Country (2026-2035) & (M USD)
Table 149. Europe AI Smart Toys Sales Forecast by Country (2026-2035) & (K Units)
Table 150. Europe AI Smart Toys Market Size Forecast by Country (2026-2035) & (M USD)
Table 151. Asia Pacific AI Smart Toys Sales Forecast by Region (2026-2035) & (K Units)
Table 152. Asia Pacific AI Smart Toys Market Size Forecast by Region (2026-2035) & (M USD)
Table 153. South America AI Smart Toys Sales Forecast by Country (2026-2035) & (K Units)
Table 154. South America AI Smart Toys Market Size Forecast by Country (2026-2035) & (M USD)
Table 155. Middle East and Africa AI Smart Toys Sales Forecast by Country

(2026-2035) & (Units)

Table 156. Middle East and Africa AI Smart Toys Market Size Forecast by Country
(2026-2035) & (M USD)

Table 157. Global AI Smart Toys Sales Forecast by Type (2026-2035) & (K Units)

Table 158. Global AI Smart Toys Market Size Forecast by Type (2026-2035) & (M USD)

Table 159. Global AI Smart Toys Price Forecast by Type (2026-2035) & (USD/Unit)

Table 160. Global AI Smart Toys Sales (K Units) Forecast by Application (2026-2035)

Table 161. Global AI Smart Toys Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of AI Smart Toys
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global AI Smart Toys Market Size (M USD), 2025-2035
- Figure 5. Global AI Smart Toys Market Size (M USD) (2020-2035)
- Figure 6. Global AI Smart Toys 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. AI Smart Toys Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global AI Smart Toys Product Life Cycle
- Figure 13. AI Smart Toys Sales Share by Manufacturers in 2025
- Figure 14. Global AI Smart Toys Revenue Share by Manufacturers in 2025
- Figure 15. AI Smart Toys Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market AI Smart Toys Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by AI Smart Toys Revenue in 2025
- Figure 18. Industry Chain Map of AI Smart Toys
- Figure 19. Global AI Smart Toys Market PEST Analysis
- Figure 20. Global AI Smart Toys 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 AI Smart Toys Market Share by Type
- Figure 27. Sales Market Share of AI Smart Toys by Type (2020-2025)
- Figure 28. Sales Market Share of AI Smart Toys by Type in 2025
- Figure 29. Market Share of AI Smart Toys by Type (2020-2025)
- Figure 30. Market Share of AI Smart Toys by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global AI Smart Toys Market Share by Application

- Figure 33. Global AI Smart Toys Sales Market Share by Application (2020-2025)
- Figure 34. Global AI Smart Toys Sales Market Share by Application in 2025
- Figure 35. Global AI Smart Toys Market Share by Application (2020-2025)
- Figure 36. Global AI Smart Toys Market Share by Application in 2025
- Figure 37. Global AI Smart Toys Sales Growth Rate by Application (2020-2025)
- Figure 38. Global AI Smart Toys Sales Market Share by Region (2020-2025)
- Figure 39. Global AI Smart Toys Market Size by Region (2020-2025)
- Figure 40. North America AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America AI Smart Toys Sales Market Share by Country in 2024
- Figure 43. North America AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America AI Smart Toys Market Size by Country in 2024
- Figure 45. U.S. AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada AI Smart Toys Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada AI Smart Toys Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico AI Smart Toys Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico AI Smart Toys Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe AI Smart Toys Sales Market Share by Country in 2024
- Figure 53. Europe AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe AI Smart Toys Market Size by Country in 2024
- Figure 55. Germany AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific AI Smart Toys Sales and Growth Rate (K Units)
- Figure 66. Asia Pacific AI Smart Toys Sales Market Share by Region in 2024
- Figure 67. Asia Pacific AI Smart Toys Market Size by Region in 2024

- Figure 68. China AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America AI Smart Toys Sales and Growth Rate (K Units)
- Figure 79. South America AI Smart Toys Sales Market Share by Country in 2024
- Figure 80. South America AI Smart Toys Market Size and Growth Rate (M USD)
- Figure 81. South America AI Smart Toys Market Size by Country in 2024
- Figure 82. Brazil AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa AI Smart Toys Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa AI Smart Toys Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa AI Smart Toys Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa AI Smart Toys Market Size by Region in 2024
- Figure 92. Saudi Arabia AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa AI Smart Toys Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa AI Smart Toys Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global AI Smart Toys Production Market Share by Region (2020-2025)

Figure 103. North America AI Smart Toys Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe AI Smart Toys Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan AI Smart Toys Production (K Units) Growth Rate (2020-2025)

Figure 106. China AI Smart Toys Production (K Units) Growth Rate (2020-2025)

Figure 107. Global AI Smart Toys Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global AI Smart Toys Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global AI Smart Toys Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global AI Smart Toys Market Share Forecast by Type (2026-2035)

Figure 111. Global AI Smart Toys Sales Forecast by Application (2026-2035)

Figure 112. Global AI Smart Toys Market Share Forecast by Application (2026-2035)

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