+357 96 030922
info@marketpublishers.com

Global Gaming Merchandise Market Research Report 2026(Status and Outlook)

https://marketpublishers.com/r/G08CC3BCA85BEN.html
Date: May 2026
Pages: 149
Price: US$ 3,200.00 (Single User License)
ID: G08CC3BCA85BEN

Abstracts

Game Merchandise refer to derivative products based on the concept of games, including but not limited to Toys (Mystery Boxes), Clothing & Accessories, PC Game Peripherals, Books, Stationery, etc. These products not only satisfy players' love for games and their desire to collect, but also enhance the emotional connection and interactive experience between players and games through rich and diverse designs and functions.Global Gaming Merchandise key players include Tencent, Microsoft, Nintendo, SONY and NetEase, etc. Global top five manufacturers hold a share over 35%.North America is the largest market, with a share about 54%, followed by Asia-Pacific and Europe with the share about 25 % and 15%.In terms of product, Toys is the largest segment, with a share about 30%. And in terms of application, the largest application is Online with a share about 50%, followed by Retail with a share over 35%.Personalization of game commodities has become a major trend. Players are increasingly inclined to buy commodities with unique designs or customizable elements, such as customized skins, limited edition figures, and personalized game equipment to express their personal style and love for games. The importance of digital commodities is increasing. With the popularity of online games and virtual worlds, the transaction volume of digital assets such as virtual currency, skins, and props has continued to rise. These virtual items not only enhance the gaming experience, but also provide developers with a new profit model.

The global Gaming Merchandise market size was estimated at USD 55740.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.10% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Gaming Merchandise market, covering all critical facets from a broad macroeconomic overview

+357 96 030922
info@marketpublishers.com

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 Gaming Merchandise 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 Gaming Merchandise market.

Global Gaming Merchandise 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

Tencent

Microsoft

+357 96 030922
info@marketpublishers.com

Nintendo

SONY

NetEase

Disney

Nexon

Ubisoft

miHoYo

Square Enix

Razer

Logitech G

Fangamer

McFarlane Toys

Market Segmentation (by Type)

Toys

Clothing Accessories

PC Game Peripheral

Books and Posters

Others

+357 96 030922
info@marketpublishers.com

Market Segmentation (by Application)

Online

Retail

Specialty Stores

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

+357 96 030922
info@marketpublishers.com

In-depth analysis of the Gaming Merchandise Market

Overview of the regional outlook of the Gaming Merchandise 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 Gaming Merchandise 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

+357 96 030922
info@marketpublishers.com

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 Gaming Merchandise, 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

+357 96 030922
info@marketpublishers.com

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

+357 96 030922
info@marketpublishers.com

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Gaming Merchandise
1.2 Key Market Segments
  1.2.1 Gaming Merchandise Segment by Type
  1.2.2 Gaming Merchandise 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 GAMING MERCHANDISE MARKET OVERVIEW

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

3 GAMING MERCHANDISE MARKET COMPETITIVE LANDSCAPE

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

+357 96 030922
info@marketpublishers.com

4 GAMING MERCHANDISE INDUSTRY CHAIN ANALYSIS

4.1 Gaming Merchandise 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 GAMING MERCHANDISE 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 Gaming Merchandise 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 Gaming Merchandise Market
5.7 ESG Ratings of Leading Companies

6 GAMING MERCHANDISE MARKET SEGMENTATION BY TYPE

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

7 GAMING MERCHANDISE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)
7.2 Global Gaming Merchandise Market Sales by Application (2020-2025)

+357 96 030922
info@marketpublishers.com

7.3 Global Gaming Merchandise Market Size (M USD) by Application (2020-2025)
7.4 Global Gaming Merchandise Sales Growth Rate by Application (2020-2025)

8 GAMING MERCHANDISE MARKET SALES BY REGION

8.1 Global Gaming Merchandise Sales by Region
  8.1.1 Global Gaming Merchandise Sales by Region
  8.1.2 Global Gaming Merchandise Sales Market Share by Region
8.2 Global Gaming Merchandise Market Size by Region
  8.2.1 Global Gaming Merchandise Market Size by Region
  8.2.2 Global Gaming Merchandise Market Size by Region
8.3 North America
  8.3.1 North America Gaming Merchandise Sales by Country
  8.3.2 North America Gaming Merchandise 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 Gaming Merchandise Sales by Country
  8.4.2 Europe Gaming Merchandise 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 Gaming Merchandise Sales by Region
  8.5.2 Asia Pacific Gaming Merchandise 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 Gaming Merchandise Sales by Country
  8.6.2 South America Gaming Merchandise Market Size by Country
  8.6.3 Brazil Market Overview
  8.6.4 Argentina Market Overview
  8.6.5 Columbia Market Overview

+357 96 030922
info@marketpublishers.com

8.7 Middle East and Africa
8.7.1 Middle East and Africa Gaming Merchandise Sales by Region
8.7.2 Middle East and Africa Gaming Merchandise 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 GAMING MERCHANDISE MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

10.1 Tencent
10.1.1 Tencent Basic Information
10.1.2 Tencent Gaming Merchandise Product Overview
10.1.3 Tencent Gaming Merchandise Product Market Performance
10.1.4 Tencent Business Overview

+357 96 030922
info@marketpublishers.com

10.1.5 Tencent SWOT Analysis
10.1.6 Tencent Recent Developments
10.2 Microsoft
10.2.1 Microsoft Basic Information
10.2.2 Microsoft Gaming Merchandise Product Overview
10.2.3 Microsoft Gaming Merchandise Product Market Performance
10.2.4 Microsoft Business Overview
10.2.5 Microsoft SWOT Analysis
10.2.6 Microsoft Recent Developments
10.3 Nintendo
10.3.1 Nintendo Basic Information
10.3.2 Nintendo Gaming Merchandise Product Overview
10.3.3 Nintendo Gaming Merchandise Product Market Performance
10.3.4 Nintendo Business Overview
10.3.5 Nintendo SWOT Analysis
10.3.6 Nintendo Recent Developments
10.4 SONY
10.4.1 SONY Basic Information
10.4.2 SONY Gaming Merchandise Product Overview
10.4.3 SONY Gaming Merchandise Product Market Performance
10.4.4 SONY Business Overview
10.4.5 SONY Recent Developments
10.5 NetEase
10.5.1 NetEase Basic Information
10.5.2 NetEase Gaming Merchandise Product Overview
10.5.3 NetEase Gaming Merchandise Product Market Performance
10.5.4 NetEase Business Overview
10.5.5 NetEase Recent Developments
10.6 Disney
10.6.1 Disney Basic Information
10.6.2 Disney Gaming Merchandise Product Overview
10.6.3 Disney Gaming Merchandise Product Market Performance
10.6.4 Disney Business Overview
10.6.5 Disney Recent Developments
10.7 Nexon
10.7.1 Nexon Basic Information
10.7.2 Nexon Gaming Merchandise Product Overview
10.7.3 Nexon Gaming Merchandise Product Market Performance
10.7.4 Nexon Business Overview

+357 96 030922
info@marketpublishers.com

10.7.5 Nexon Recent Developments
10.8 Ubisoft
10.8.1 Ubisoft Basic Information
10.8.2 Ubisoft Gaming Merchandise Product Overview
10.8.3 Ubisoft Gaming Merchandise Product Market Performance
10.8.4 Ubisoft Business Overview
10.8.5 Ubisoft Recent Developments
10.9 miHoYo
10.9.1 miHoYo Basic Information
10.9.2 miHoYo Gaming Merchandise Product Overview
10.9.3 miHoYo Gaming Merchandise Product Market Performance
10.9.4 miHoYo Business Overview
10.9.5 miHoYo Recent Developments
10.10 Square Enix
10.10.1 Square Enix Basic Information
10.10.2 Square Enix Gaming Merchandise Product Overview
10.10.3 Square Enix Gaming Merchandise Product Market Performance
10.10.4 Square Enix Business Overview
10.10.5 Square Enix Recent Developments
10.11 Razer
10.11.1 Razer Basic Information
10.11.2 Razer Gaming Merchandise Product Overview
10.11.3 Razer Gaming Merchandise Product Market Performance
10.11.4 Razer Business Overview
10.11.5 Razer Recent Developments
10.12 Logitech G
10.12.1 Logitech G Basic Information
10.12.2 Logitech G Gaming Merchandise Product Overview
10.12.3 Logitech G Gaming Merchandise Product Market Performance
10.12.4 Logitech G Business Overview
10.12.5 Logitech G Recent Developments
10.13 Fangamer
10.13.1 Fangamer Basic Information
10.13.2 Fangamer Gaming Merchandise Product Overview
10.13.3 Fangamer Gaming Merchandise Product Market Performance
10.13.4 Fangamer Business Overview
10.13.5 Fangamer Recent Developments
10.14 McFarlane Toys
10.14.1 McFarlane Toys Basic Information

+357 96 030922
info@marketpublishers.com

10.14.2 McFarlane Toys Gaming Merchandise Product Overview
10.14.3 McFarlane Toys Gaming Merchandise Product Market Performance
10.14.4 McFarlane Toys Business Overview
10.14.5 McFarlane Toys Recent Developments

11 GAMING MERCHANDISE MARKET FORECAST BY REGION

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

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

12.1 Global Gaming Merchandise Market Forecast by Type (2026-2035)
12.1.1 Global Forecasted Sales of Gaming Merchandise by Type (2026-2035)
12.1.2 Global Gaming Merchandise Market Size Forecast by Type (2026-2035)
12.1.3 Global Forecasted Price of Gaming Merchandise by Type (2026-2035)
12.2 Global Gaming Merchandise Market Forecast by Application (2026-2035)
12.2.1 Global Gaming Merchandise Sales (K Units) Forecast by Application
12.2.2 Global Gaming Merchandise Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

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

+357 96 030922
info@marketpublishers.com

Table 31. Global Gaming Merchandise Market Share by Type (2020-2025)
Table 32. Global Gaming Merchandise Price (USD/Unit) by Type (2020-2025)
Table 33. Global Gaming Merchandise Sales (K Units) by Application
Table 34. Global Gaming Merchandise Market Size by Application
Table 35. Global Gaming Merchandise Sales by Application (2020-2025) & (K Units)
Table 36. Global Gaming Merchandise Sales Market Share by Application (2020-2025)
Table 37. Global Gaming Merchandise Market Size by Application (2020-2025) & (M USD)
Table 38. Global Gaming Merchandise Market Share by Application (2020-2025)
Table 39. Global Gaming Merchandise Sales Growth Rate by Application (2020-2025)
Table 40. Global Gaming Merchandise Sales by Region (2020-2025) & (K Units)
Table 41. Global Gaming Merchandise Sales Market Share by Region (2020-2025)
Table 42. Global Gaming Merchandise Market Size by Region (2020-2025) & (M USD)
Table 43. Global Gaming Merchandise Market Size by Region (2020-2025)
Table 44. North America Gaming Merchandise Sales by Country (2020-2025) & (K Units)
Table 45. North America Gaming Merchandise Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Gaming Merchandise Sales by Country (2020-2025) & (K Units)
Table 47. Europe Gaming Merchandise Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Gaming Merchandise Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Gaming Merchandise Market Size by Region (2020-2025) & (M USD)
Table 50. South America Gaming Merchandise Sales by Country (2020-2025) & (K Units)
Table 51. South America Gaming Merchandise Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Gaming Merchandise Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Gaming Merchandise Market Size by Region (2020-2025) & (M USD)
Table 54. Global Gaming Merchandise Production (K Units) by Region(2020-2025)
Table 55. Global Gaming Merchandise Revenue (US$ Million) by Region (2020-2025)
Table 56. Global Gaming Merchandise Revenue Market Share by Region (2020-2025)
Table 57. Global Gaming Merchandise Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Gaming Merchandise Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Gaming Merchandise Production (K Units), Revenue (US$ Million),

+357 96 030922
info@marketpublishers.com

Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Gaming Merchandise Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Gaming Merchandise Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Tencent Basic Information
Table 63. Tencent Gaming Merchandise Product Overview
Table 64. Tencent Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 65. Tencent Business Overview
Table 66. Tencent SWOT Analysis
Table 67. Tencent Recent Developments
Table 68. Microsoft Basic Information
Table 69. Microsoft Gaming Merchandise Product Overview
Table 70. Microsoft Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Microsoft Business Overview
Table 72. Microsoft SWOT Analysis
Table 73. Microsoft Recent Developments
Table 74. Nintendo Basic Information
Table 75. Nintendo Gaming Merchandise Product Overview
Table 76. Nintendo Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. Nintendo Business Overview
Table 78. Nintendo SWOT Analysis
Table 79. Nintendo Recent Developments
Table 80. SONY Basic Information
Table 81. SONY Gaming Merchandise Product Overview
Table 82. SONY Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. SONY Business Overview
Table 84. SONY Recent Developments
Table 85. NetEase Basic Information
Table 86. NetEase Gaming Merchandise Product Overview
Table 87. NetEase Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. NetEase Business Overview
Table 89. NetEase Recent Developments
Table 90. Disney Basic Information

+357 96 030922
info@marketpublishers.com

Table 91. Disney Gaming Merchandise Product Overview
Table 92. Disney Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. Disney Business Overview
Table 94. Disney Recent Developments
Table 95. Nexon Basic Information
Table 96. Nexon Gaming Merchandise Product Overview
Table 97. Nexon Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 98. Nexon Business Overview
Table 99. Nexon Recent Developments
Table 100. Ubisoft Basic Information
Table 101. Ubisoft Gaming Merchandise Product Overview
Table 102. Ubisoft Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. Ubisoft Business Overview
Table 104. Ubisoft Recent Developments
Table 105. miHoYo Basic Information
Table 106. miHoYo Gaming Merchandise Product Overview
Table 107. miHoYo Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 108. miHoYo Business Overview
Table 109. miHoYo Recent Developments
Table 110. Square Enix Basic Information
Table 111. Square Enix Gaming Merchandise Product Overview
Table 112. Square Enix Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 113. Square Enix Business Overview
Table 114. Square Enix Recent Developments
Table 115. Razer Basic Information
Table 116. Razer Gaming Merchandise Product Overview
Table 117. Razer Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 118. Razer Business Overview
Table 119. Razer Recent Developments
Table 120. Logitech G Basic Information
Table 121. Logitech G Gaming Merchandise Product Overview
Table 122. Logitech G Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

+357 96 030922
info@marketpublishers.com

Table 123. Logitech G Business Overview
Table 124. Logitech G Recent Developments
Table 125. Fangamer Basic Information
Table 126. Fangamer Gaming Merchandise Product Overview
Table 127. Fangamer Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 128. Fangamer Business Overview
Table 129. Fangamer Recent Developments
Table 130. McFarlane Toys Basic Information
Table 131. McFarlane Toys Gaming Merchandise Product Overview
Table 132. McFarlane Toys Gaming Merchandise Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. McFarlane Toys Business Overview
Table 134. McFarlane Toys Recent Developments
Table 135. Global Gaming Merchandise Sales Forecast by Region (2026-2035) & (K Units)
Table 136. Global Gaming Merchandise Market Size Forecast by Region (2026-2035) & (M USD)
Table 137. North America Gaming Merchandise Sales Forecast by Country (2026-2035) & (K Units)
Table 138. North America Gaming Merchandise Market Size Forecast by Country (2026-2035) & (M USD)
Table 139. Europe Gaming Merchandise Sales Forecast by Country (2026-2035) & (K Units)
Table 140. Europe Gaming Merchandise Market Size Forecast by Country (2026-2035) & (M USD)
Table 141. Asia Pacific Gaming Merchandise Sales Forecast by Region (2026-2035) & (K Units)
Table 142. Asia Pacific Gaming Merchandise Market Size Forecast by Region (2026-2035) & (M USD)
Table 143. South America Gaming Merchandise Sales Forecast by Country (2026-2035) & (K Units)
Table 144. South America Gaming Merchandise Market Size Forecast by Country (2026-2035) & (M USD)
Table 145. Middle East and Africa Gaming Merchandise Sales Forecast by Country (2026-2035) & (Units)
Table 146. Middle East and Africa Gaming Merchandise Market Size Forecast by Country (2026-2035) & (M USD)
Table 147. Global Gaming Merchandise Sales Forecast by Type (2026-2035) & (K

+357 96 030922
info@marketpublishers.com

Units)
Table 148. Global Gaming Merchandise Market Size Forecast by Type (2026-2035) & (M USD)
Table 149. Global Gaming Merchandise Price Forecast by Type (2026-2035) & (USD/Unit)
Table 150. Global Gaming Merchandise Sales (K Units) Forecast by Application (2026-2035)
Table 151. Global Gaming Merchandise Market Size Forecast by Application (2026-2035) & (M USD)

+357 96 030922
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

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

+357 96 030922
info@marketpublishers.com

Figure 33. Global Gaming Merchandise Sales Market Share by Application (2020-2025)
Figure 34. Global Gaming Merchandise Sales Market Share by Application in 2025
Figure 35. Global Gaming Merchandise Market Share by Application (2020-2025)
Figure 36. Global Gaming Merchandise Market Share by Application in 2025
Figure 37. Global Gaming Merchandise Sales Growth Rate by Application (2020-2025)
Figure 38. Global Gaming Merchandise Sales Market Share by Region (2020-2025)
Figure 39. Global Gaming Merchandise Market Size by Region (2020-2025)
Figure 40. North America Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 41. North America Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 42. North America Gaming Merchandise Sales Market Share by Country in 2024
Figure 43. North America Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 44. North America Gaming Merchandise Market Size by Country in 2024
Figure 45. U.S. Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 46. U.S. Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 47. Canada Gaming Merchandise Sales (K Units) and Growth Rate (2020-2025)
Figure 48. Canada Gaming Merchandise Market Size (M USD) and Growth Rate (2020-2025)
Figure 49. Mexico Gaming Merchandise Sales (Units) and Growth Rate (2020-2025)
Figure 50. Mexico Gaming Merchandise Market Size (Units) and Growth Rate (2020-2025)
Figure 51. Europe Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 52. Europe Gaming Merchandise Sales Market Share by Country in 2024
Figure 53. Europe Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 54. Europe Gaming Merchandise Market Size by Country in 2024
Figure 55. Germany Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 56. Germany Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 57. France Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 58. France Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 59. U.K. Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)

+357 96 030922
info@marketpublishers.com

Figure 60. U.K. Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 61. Italy Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 62. Italy Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 63. Spain Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 64. Spain Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 65. Asia Pacific Gaming Merchandise Sales and Growth Rate (K Units)
Figure 66. Asia Pacific Gaming Merchandise Sales Market Share by Region in 2024
Figure 67. Asia Pacific Gaming Merchandise Market Size by Region in 2024
Figure 68. China Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 69. China Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 70. Japan Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 71. Japan Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 72. South Korea Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 73. South Korea Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 74. India Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 75. India Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 76. Southeast Asia Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 77. Southeast Asia Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 78. South America Gaming Merchandise Sales and Growth Rate (K Units)
Figure 79. South America Gaming Merchandise Sales Market Share by Country in 2024
Figure 80. South America Gaming Merchandise Market Size and Growth Rate (M USD)
Figure 81. South America Gaming Merchandise Market Size by Country in 2024
Figure 82. Brazil Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 83. Brazil Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 84. Argentina Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 85. Argentina Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)

+357 96 030922
info@marketpublishers.com

Figure 86. Columbia Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 87. Columbia Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 88. Middle East and Africa Gaming Merchandise Sales and Growth Rate (K Units)
Figure 89. Middle East and Africa Gaming Merchandise Sales Market Share by Region in 2024
Figure 90. Middle East and Africa Gaming Merchandise Market Size and Growth Rate (M USD)
Figure 91. Middle East and Africa Gaming Merchandise Market Size by Region in 2024
Figure 92. Saudi Arabia Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 93. Saudi Arabia Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 94. UAE Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 95. UAE Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 96. Egypt Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 97. Egypt Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 98. Nigeria Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 99. Nigeria Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 100. South Africa Gaming Merchandise Sales and Growth Rate (2020-2025) & (K Units)
Figure 101. South Africa Gaming Merchandise Market Size and Growth Rate (2020-2025) & (M USD)
Figure 102. Global Gaming Merchandise Production Market Share by Region (2020-2025)
Figure 103. North America Gaming Merchandise Production (K Units) Growth Rate (2020-2025)
Figure 104. Europe Gaming Merchandise Production (K Units) Growth Rate (2020-2025)
Figure 105. Japan Gaming Merchandise Production (K Units) Growth Rate (2020-2025)
Figure 106. China Gaming Merchandise Production (K Units) Growth Rate (2020-2025)
Figure 107. Global Gaming Merchandise Sales Forecast by Volume (2020-2035) & (K Units)

+357 96 030922
info@marketpublishers.com

Figure 108. Global Gaming Merchandise Market Size Forecast by Value (2020-2035) & (M USD)
Figure 109. Global Gaming Merchandise Sales Market Share Forecast by Type (2026-2035)
Figure 110. Global Gaming Merchandise Market Share Forecast by Type (2026-2035)
Figure 111. Global Gaming Merchandise Sales Forecast by Application (2026-2035)
Figure 112. Global Gaming Merchandise Market Share Forecast by Application (2026-2035)

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Global Gaming Merchandise Market Research Report 2026(Status and Outlook)
Product link: https://marketpublishers.com/r/G08CC3BCA85BEN.html
Price: US$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G08CC3BCA85BEN.html