

Global Gashapon Vending Machine Market Research Report 2026(Status and Outlook)

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Abstracts

Gashapon (also known as "Gashapon" or "capsule toys") is a popular Japanese vending machine system that specializes in selling small toys or other small items encapsulated in capsules. Users operate the machine by inserting coins, and the machine will randomly spit out a capsule containing a toy or other small item. The content of each capsule is usually preset, but the specific one is random, which increases the fun of collecting and exchanging. Gashapon is usually used to sell collectibles of various themes, such as small toys related to anime characters, film and television works, etc.

The global Gashapon Vending Machine market size was estimated at USD 655.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Gashapon Vending Machine 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 Gashapon Vending Machine 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 Gashapon Vending Machine market.

Global Gashapon Vending Machine 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

Bandai
Kaiyodo
Kitan Club
Tomy
Kenelephant
GachaCop
Guangzhou Baoli
Guangzhou XinBao
TKM Animation Technology Co
Min Yan Technology Co

Market Segmentation (by Type)

Cash Payment Type
Cashless Payment Type

Market Segmentation (by Application)

Shopping Malls
Pedestrian Streets
Cinemas
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 Gashapon Vending Machine Market
Overview of the regional outlook of the Gashapon Vending Machine Market:

Customization of the Report

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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 Gashapon Vending Machine 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 Gashapon Vending Machine, 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Gashapon Vending Machine

1.2 Key Market Segments

1.2.1 Gashapon Vending Machine Segment by Type

1.2.2 Gashapon Vending Machine 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 GASHAPON VENDING MACHINE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Gashapon Vending Machine Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Gashapon Vending Machine Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 GASHAPON VENDING MACHINE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Gashapon Vending Machine Product Life Cycle

3.3 Global Gashapon Vending Machine Sales by Manufacturers (2020-2025)

3.4 Global Gashapon Vending Machine Revenue Market Share by Manufacturers (2020-2025)

3.5 Gashapon Vending Machine Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Gashapon Vending Machine Average Price by Manufacturers (2020-2025)

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

3.8 Gashapon Vending Machine Market Competitive Situation and Trends

3.8.1 Gashapon Vending Machine Market Concentration Rate

3.8.2 Global 5 and 10 Largest Gashapon Vending Machine Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 GASHAPON VENDING MACHINE INDUSTRY CHAIN ANALYSIS

4.1 Gashapon Vending Machine 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 GASHAPON VENDING MACHINE 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 Gashapon Vending Machine 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 Gashapon Vending Machine Market

5.7 ESG Ratings of Leading Companies

6 GASHAPON VENDING MACHINE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Gashapon Vending Machine Sales Market Share by Type (2020-2025)

6.3 Global Gashapon Vending Machine Market Size by Type (2020-2025)

6.4 Global Gashapon Vending Machine Price by Type (2020-2025)

7 GASHAPON VENDING MACHINE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Gashapon Vending Machine Market Sales by Application (2020-2025)
- 7.3 Global Gashapon Vending Machine Market Size (M USD) by Application (2020-2025)
- 7.4 Global Gashapon Vending Machine Sales Growth Rate by Application (2020-2025)

8 GASHAPON VENDING MACHINE MARKET SALES BY REGION

- 8.1 Global Gashapon Vending Machine Sales by Region
 - 8.1.1 Global Gashapon Vending Machine Sales by Region
 - 8.1.2 Global Gashapon Vending Machine Sales Market Share by Region
- 8.2 Global Gashapon Vending Machine Market Size by Region
 - 8.2.1 Global Gashapon Vending Machine Market Size by Region
 - 8.2.2 Global Gashapon Vending Machine Market Size by Region
- 8.3 North America
 - 8.3.1 North America Gashapon Vending Machine Sales by Country
 - 8.3.2 North America Gashapon Vending Machine 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 Gashapon Vending Machine Sales by Country
 - 8.4.2 Europe Gashapon Vending Machine 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 Gashapon Vending Machine Sales by Region
 - 8.5.2 Asia Pacific Gashapon Vending Machine 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 Gashapon Vending Machine Sales by Country

8.6.2 South America Gashapon Vending Machine 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 Gashapon Vending Machine Sales by Region

8.7.2 Middle East and Africa Gashapon Vending Machine 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 GASHAPON VENDING MACHINE MARKET PRODUCTION BY REGION

9.1 Global Production of Gashapon Vending Machine by Region(2020-2025)

9.2 Global Gashapon Vending Machine Revenue Market Share by Region (2020-2025)

9.3 Global Gashapon Vending Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Gashapon Vending Machine Production

9.4.1 North America Gashapon Vending Machine Production Growth Rate (2020-2025)

9.4.2 North America Gashapon Vending Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Gashapon Vending Machine Production

9.5.1 Europe Gashapon Vending Machine Production Growth Rate (2020-2025)

9.5.2 Europe Gashapon Vending Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Gashapon Vending Machine Production (2020-2025)

9.6.1 Japan Gashapon Vending Machine Production Growth Rate (2020-2025)

9.6.2 Japan Gashapon Vending Machine Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Gashapon Vending Machine Production (2020-2025)

9.7.1 China Gashapon Vending Machine Production Growth Rate (2020-2025)

9.7.2 China Gashapon Vending Machine Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Bandai

10.1.1 Bandai Basic Information

10.1.2 Bandai Gashapon Vending Machine Product Overview

10.1.3 Bandai Gashapon Vending Machine Product Market Performance

10.1.4 Bandai Business Overview

10.1.5 Bandai SWOT Analysis

10.1.6 Bandai Recent Developments

10.2 Kaiyodo

10.2.1 Kaiyodo Basic Information

10.2.2 Kaiyodo Gashapon Vending Machine Product Overview

10.2.3 Kaiyodo Gashapon Vending Machine Product Market Performance

10.2.4 Kaiyodo Business Overview

10.2.5 Kaiyodo SWOT Analysis

10.2.6 Kaiyodo Recent Developments

10.3 Kitan Club

10.3.1 Kitan Club Basic Information

10.3.2 Kitan Club Gashapon Vending Machine Product Overview

10.3.3 Kitan Club Gashapon Vending Machine Product Market Performance

10.3.4 Kitan Club Business Overview

10.3.5 Kitan Club SWOT Analysis

10.3.6 Kitan Club Recent Developments

10.4 Tomy

10.4.1 Tomy Basic Information

10.4.2 Tomy Gashapon Vending Machine Product Overview

10.4.3 Tomy Gashapon Vending Machine Product Market Performance

10.4.4 Tomy Business Overview

10.4.5 Tomy Recent Developments

10.5 Kenelephant

10.5.1 Kenelephant Basic Information

10.5.2 Kenelephant Gashapon Vending Machine Product Overview

10.5.3 Kenelephant Gashapon Vending Machine Product Market Performance

10.5.4 Kenelephant Business Overview

10.5.5 Kenelephant Recent Developments

10.6 GachaCop

10.6.1 GachaCop Basic Information

10.6.2 GachaCop Gashapon Vending Machine Product Overview

10.6.3 GachaCop Gashapon Vending Machine Product Market Performance

10.6.4 GachaCop Business Overview

10.6.5 GachaCop Recent Developments

10.7 Guangzhou Baoli

10.7.1 Guangzhou Baoli Basic Information

10.7.2 Guangzhou Baoli Gashapon Vending Machine Product Overview

10.7.3 Guangzhou Baoli Gashapon Vending Machine Product Market Performance

10.7.4 Guangzhou Baoli Business Overview

10.7.5 Guangzhou Baoli Recent Developments

10.8 Guangzhou XinBao

10.8.1 Guangzhou XinBao Basic Information

10.8.2 Guangzhou XinBao Gashapon Vending Machine Product Overview

10.8.3 Guangzhou XinBao Gashapon Vending Machine Product Market Performance

10.8.4 Guangzhou XinBao Business Overview

10.8.5 Guangzhou XinBao Recent Developments

10.9 TKM Animation Technology Co

10.9.1 TKM Animation Technology Co Basic Information

10.9.2 TKM Animation Technology Co Gashapon Vending Machine Product Overview

10.9.3 TKM Animation Technology Co Gashapon Vending Machine Product Market Performance

10.9.4 TKM Animation Technology Co Business Overview

10.9.5 TKM Animation Technology Co Recent Developments

10.10 Min Yan Technology Co

10.10.1 Min Yan Technology Co Basic Information

10.10.2 Min Yan Technology Co Gashapon Vending Machine Product Overview

10.10.3 Min Yan Technology Co Gashapon Vending Machine Product Market Performance

10.10.4 Min Yan Technology Co Business Overview

10.10.5 Min Yan Technology Co Recent Developments

11 GASHAPON VENDING MACHINE MARKET FORECAST BY REGION

11.1 Global Gashapon Vending Machine Market Size Forecast

11.2 Global Gashapon Vending Machine Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Gashapon Vending Machine Market Size Forecast by Country

11.2.3 Asia Pacific Gashapon Vending Machine Market Size Forecast by Region

11.2.4 South America Gashapon Vending Machine Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Gashapon Vending Machine by Country

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

12.1 Global Gashapon Vending Machine Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of Gashapon Vending Machine by Type (2026-2035)

12.1.2 Global Gashapon Vending Machine Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of Gashapon Vending Machine by Type (2026-2035)

12.2 Global Gashapon Vending Machine Market Forecast by Application (2026-2035)

12.2.1 Global Gashapon Vending Machine Sales (K Units) Forecast by Application

12.2.2 Global Gashapon Vending Machine 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 Gashapon Vending Machine Market Size by Type (M USD)

Table 4. Global Gashapon Vending Machine Market Size by Application

Table 5. Gashapon Vending Machine Market Size Comparison by Region (M USD)

Table 6. Global Gashapon Vending Machine Sales (K Units) by Manufacturers
(2020-2025)

Table 7. Global Gashapon Vending Machine Sales Market Share by Manufacturers
(2020-2025)

Table 8. Global Gashapon Vending Machine Revenue (M USD) by Manufacturers
(2020-2025)

Table 9. Global Gashapon Vending Machine Revenue Share by Manufacturers
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Gashapon Vending Machine as of 2025)

Table 11. Global Market Gashapon Vending Machine Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global Gashapon Vending Machine 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. Gashapon Vending Machine 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 Gashapon Vending Machine Sales by Type (K Units)

Table 27. Global Gashapon Vending Machine Market Size by Type (M USD)

- Table 28. Global Gashapon Vending Machine Sales (K Units) by Type (2020-2025)
- Table 29. Global Gashapon Vending Machine Sales Market Share by Type (2020-2025)
- Table 30. Global Gashapon Vending Machine Market Size (M USD) by Type (2020-2025)
- Table 31. Global Gashapon Vending Machine Market Share by Type (2020-2025)
- Table 32. Global Gashapon Vending Machine Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Gashapon Vending Machine Sales (K Units) by Application
- Table 34. Global Gashapon Vending Machine Market Size by Application
- Table 35. Global Gashapon Vending Machine Sales by Application (2020-2025) & (K Units)
- Table 36. Global Gashapon Vending Machine Sales Market Share by Application (2020-2025)
- Table 37. Global Gashapon Vending Machine Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Gashapon Vending Machine Market Share by Application (2020-2025)
- Table 39. Global Gashapon Vending Machine Sales Growth Rate by Application (2020-2025)
- Table 40. Global Gashapon Vending Machine Sales by Region (2020-2025) & (K Units)
- Table 41. Global Gashapon Vending Machine Sales Market Share by Region (2020-2025)
- Table 42. Global Gashapon Vending Machine Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Gashapon Vending Machine Market Size by Region (2020-2025)
- Table 44. North America Gashapon Vending Machine Sales by Country (2020-2025) & (K Units)
- Table 45. North America Gashapon Vending Machine Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Gashapon Vending Machine Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Gashapon Vending Machine Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Gashapon Vending Machine Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Gashapon Vending Machine Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Gashapon Vending Machine Sales by Country (2020-2025) & (K Units)
- Table 51. South America Gashapon Vending Machine Market Size by Country (2020-2025) & (M USD)

- Table 52. Middle East and Africa Gashapon Vending Machine Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Gashapon Vending Machine Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Gashapon Vending Machine Production (K Units) by Region(2020-2025)
- Table 55. Global Gashapon Vending Machine Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Gashapon Vending Machine Revenue Market Share by Region (2020-2025)
- Table 57. Global Gashapon Vending Machine Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Gashapon Vending Machine Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Gashapon Vending Machine Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Gashapon Vending Machine Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Gashapon Vending Machine Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Bandai Basic Information
- Table 63. Bandai Gashapon Vending Machine Product Overview
- Table 64. Bandai Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Bandai Business Overview
- Table 66. Bandai SWOT Analysis
- Table 67. Bandai Recent Developments
- Table 68. Kaiyodo Basic Information
- Table 69. Kaiyodo Gashapon Vending Machine Product Overview
- Table 70. Kaiyodo Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Kaiyodo Business Overview
- Table 72. Kaiyodo SWOT Analysis
- Table 73. Kaiyodo Recent Developments
- Table 74. Kitan Club Basic Information
- Table 75. Kitan Club Gashapon Vending Machine Product Overview
- Table 76. Kitan Club Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Kitan Club Business Overview

- Table 78. Kitan Club SWOT Analysis
- Table 79. Kitan Club Recent Developments
- Table 80. Tomy Basic Information
- Table 81. Tomy Gashapon Vending Machine Product Overview
- Table 82. Tomy Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Tomy Business Overview
- Table 84. Tomy Recent Developments
- Table 85. Kenelephant Basic Information
- Table 86. Kenelephant Gashapon Vending Machine Product Overview
- Table 87. Kenelephant Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Kenelephant Business Overview
- Table 89. Kenelephant Recent Developments
- Table 90. GachaCop Basic Information
- Table 91. GachaCop Gashapon Vending Machine Product Overview
- Table 92. GachaCop Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. GachaCop Business Overview
- Table 94. GachaCop Recent Developments
- Table 95. Guangzhou Baoli Basic Information
- Table 96. Guangzhou Baoli Gashapon Vending Machine Product Overview
- Table 97. Guangzhou Baoli Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Guangzhou Baoli Business Overview
- Table 99. Guangzhou Baoli Recent Developments
- Table 100. Guangzhou XinBao Basic Information
- Table 101. Guangzhou XinBao Gashapon Vending Machine Product Overview
- Table 102. Guangzhou XinBao Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Guangzhou XinBao Business Overview
- Table 104. Guangzhou XinBao Recent Developments
- Table 105. TKM Animation Technology Co Basic Information
- Table 106. TKM Animation Technology Co Gashapon Vending Machine Product Overview
- Table 107. TKM Animation Technology Co Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. TKM Animation Technology Co Business Overview
- Table 109. TKM Animation Technology Co Recent Developments

- Table 110. Min Yan Technology Co Basic Information
- Table 111. Min Yan Technology Co Gashapon Vending Machine Product Overview
- Table 112. Min Yan Technology Co Gashapon Vending Machine Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Min Yan Technology Co Business Overview
- Table 114. Min Yan Technology Co Recent Developments
- Table 115. Global Gashapon Vending Machine Sales Forecast by Region (2026-2035) & (K Units)
- Table 116. Global Gashapon Vending Machine Market Size Forecast by Region (2026-2035) & (M USD)
- Table 117. North America Gashapon Vending Machine Sales Forecast by Country (2026-2035) & (K Units)
- Table 118. North America Gashapon Vending Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 119. Europe Gashapon Vending Machine Sales Forecast by Country (2026-2035) & (K Units)
- Table 120. Europe Gashapon Vending Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 121. Asia Pacific Gashapon Vending Machine Sales Forecast by Region (2026-2035) & (K Units)
- Table 122. Asia Pacific Gashapon Vending Machine Market Size Forecast by Region (2026-2035) & (M USD)
- Table 123. South America Gashapon Vending Machine Sales Forecast by Country (2026-2035) & (K Units)
- Table 124. South America Gashapon Vending Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 125. Middle East and Africa Gashapon Vending Machine Sales Forecast by Country (2026-2035) & (Units)
- Table 126. Middle East and Africa Gashapon Vending Machine Market Size Forecast by Country (2026-2035) & (M USD)
- Table 127. Global Gashapon Vending Machine Sales Forecast by Type (2026-2035) & (K Units)
- Table 128. Global Gashapon Vending Machine Market Size Forecast by Type (2026-2035) & (M USD)
- Table 129. Global Gashapon Vending Machine Price Forecast by Type (2026-2035) & (USD/Unit)
- Table 130. Global Gashapon Vending Machine Sales (K Units) Forecast by Application (2026-2035)
- Table 131. Global Gashapon Vending Machine Market Size Forecast by Application

(2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

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

- Figure 32. Global Gashapon Vending Machine Market Share by Application
- Figure 33. Global Gashapon Vending Machine Sales Market Share by Application (2020-2025)
- Figure 34. Global Gashapon Vending Machine Sales Market Share by Application in 2025
- Figure 35. Global Gashapon Vending Machine Market Share by Application (2020-2025)
- Figure 36. Global Gashapon Vending Machine Market Share by Application in 2025
- Figure 37. Global Gashapon Vending Machine Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Gashapon Vending Machine Sales Market Share by Region (2020-2025)
- Figure 39. Global Gashapon Vending Machine Market Size by Region (2020-2025)
- Figure 40. North America Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Gashapon Vending Machine Sales Market Share by Country in 2024
- Figure 43. North America Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Gashapon Vending Machine Market Size by Country in 2024
- Figure 45. U.S. Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Gashapon Vending Machine Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Gashapon Vending Machine Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Gashapon Vending Machine Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Gashapon Vending Machine Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Gashapon Vending Machine Sales Market Share by Country in 2024
- Figure 53. Europe Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Gashapon Vending Machine Market Size by Country in 2024

Figure 55. Germany Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Gashapon Vending Machine Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Gashapon Vending Machine Sales Market Share by Region in 2024

Figure 67. Asia Pacific Gashapon Vending Machine Market Size by Region in 2024

Figure 68. China Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Gashapon Vending Machine Sales and Growth Rate (K Units)

Figure 79. South America Gashapon Vending Machine Sales Market Share by Country in 2024

Figure 80. South America Gashapon Vending Machine Market Size and Growth Rate (M USD)

Figure 81. South America Gashapon Vending Machine Market Size by Country in 2024

Figure 82. Brazil Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Gashapon Vending Machine Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Gashapon Vending Machine Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Gashapon Vending Machine Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Gashapon Vending Machine Market Size by Region in 2024

Figure 92. Saudi Arabia Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Gashapon Vending Machine Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Gashapon Vending Machine Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Gashapon Vending Machine Production Market Share by Region (2020-2025)

Figure 103. North America Gashapon Vending Machine Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Gashapon Vending Machine Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Gashapon Vending Machine Production (K Units) Growth Rate (2020-2025)

Figure 106. China Gashapon Vending Machine Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Gashapon Vending Machine Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Gashapon Vending Machine Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Gashapon Vending Machine Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Gashapon Vending Machine Market Share Forecast by Type (2026-2035)

Figure 111. Global Gashapon Vending Machine Sales Forecast by Application (2026-2035)

Figure 112. Global Gashapon Vending Machine Market Share Forecast by Application (2026-2035)

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