

Global Gundam Model Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Gundam models, also known as Gunpla, are plastic model kits depicting various mobile suits from the Gundam universe. These models are popular among hobbyists and collectors worldwide. The Gundam model market is a niche segment within the broader hobby and collectibles industry, characterized by its dedicated fan base and intricate model designs.

As of 2023, the Gundam model market is estimated to be worth approximately USD 850 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.75% from 2024 to 2032. This growth can be attributed to several key factors, including the increasing popularity of anime and manga globally, the growing interest in Japanese pop culture, and the rise of online communities and platforms that facilitate the sharing of model-building techniques and tips.

One of the significant trends driving the Gundam model market is the emphasis on customization and personalization. Hobbyists are increasingly looking to create unique and customized models by using aftermarket parts, decals, and painting techniques. This trend has led to the emergence of a vibrant ecosystem of third-party manufacturers producing specialized accessories for Gundam models, catering to the diverse needs and preferences of enthusiasts.

Another trend shaping the market is the integration of technology into model kits. Companies are incorporating advanced engineering and design features, such as LED lighting systems, motorized components, and augmented reality elements, to enhance the building and viewing experience. These technological innovations not only attract

new customers but also cater to existing collectors looking for more sophisticated models.

In terms of regional market distribution, Asia Pacific, particularly Japan, South Korea, and China, dominates the Gundam model market. These countries have a strong Gundam fan base, well-established distribution networks, and a culture that values craftsmanship and attention to detail. North America and Europe also represent significant markets for Gundam models, driven by the growing popularity of anime and the presence of dedicated fan communities.

Despite the positive outlook, the Gundam model market faces several challenges. One key challenge is the increasing competition from other hobby and entertainment options, such as video games, streaming services, and digital collectibles. To address this challenge, companies in the Gundam model industry need to focus on innovation, marketing strategies, and collaborations to stay relevant and attract new customers.

In conclusion, the Gundam model market is a dynamic and growing segment within the hobby and collectibles industry. By capitalizing on trends such as customization, technological integration, and regional market strengths, companies can continue to expand their market presence and cater to the evolving needs of Gundam enthusiasts worldwide.

This report provides a deep insight into the global Gundam Model market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Gundam Model Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Gundam Model market in any manner.

Global Gundam Model Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

BANDAI

Kotobukiya

Hasegawa

Market Segmentation (by Type)

Plastic

Metal

Market Segmentation (by Application)

Entertainment

Collections

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 Gumdam Model Market

Overview of the regional outlook of the Gumdam Model Market:

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 (USD Billion) 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.

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 Gumdam Model 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Gumdam Model

1.2 Key Market Segments

1.2.1 Gumdam Model Segment by Type

1.2.2 Gumdam Model 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 GUMDAM MODEL MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Gumdam Model Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Gumdam Model Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 GUMDAM MODEL MARKET COMPETITIVE LANDSCAPE

3.1 Global Gumdam Model Sales by Manufacturers (2019-2024)

3.2 Global Gumdam Model Revenue Market Share by Manufacturers (2019-2024)

3.3 Gumdam Model Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Gumdam Model Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Gumdam Model Sales Sites, Area Served, Product Type

3.6 Gumdam Model Market Competitive Situation and Trends

3.6.1 Gumdam Model Market Concentration Rate

3.6.2 Global 5 and 10 Largest Gumdam Model Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 GUMDAM MODEL INDUSTRY CHAIN ANALYSIS

- 4.1 Gumdam Model 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 GUMDAM MODEL MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 GUMDAM MODEL MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Gumdam Model Sales Market Share by Type (2019-2024)
- 6.3 Global Gumdam Model Market Size Market Share by Type (2019-2024)
- 6.4 Global Gumdam Model Price by Type (2019-2024)

7 GUMDAM MODEL MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Gumdam Model Market Sales by Application (2019-2024)
- 7.3 Global Gumdam Model Market Size (M USD) by Application (2019-2024)
- 7.4 Global Gumdam Model Sales Growth Rate by Application (2019-2024)

8 GUMDAM MODEL MARKET SALES BY REGION

- 8.1 Global Gumdam Model Sales by Region
 - 8.1.1 Global Gumdam Model Sales by Region
 - 8.1.2 Global Gumdam Model Sales Market Share by Region
- 8.2 Global Gumdam Model Market Size by Region
 - 8.2.1 Global Gumdam Model Market Size by Region

8.2.2 Global Gumdam Model Market Size Market Share by Region

8.3 North America

8.3.1 North America Gumdam Model Sales by Country

8.3.2 North America Gumdam Model 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 Gumdam Model Sales by Country

8.4.2 Europe Gumdam Model 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 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Gumdam Model Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Gumdam Model Market Size by Region

8.6.2 Asia Pacific Gumdam Model Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Gumdam Model Sales by Country

8.7.2 South America Gumdam Model Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Gumdam Model Sales by Region

8.8.2 Middle East and Africa Gumdam Model Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 GUMDAM MODEL MARKET PRODUCTION BY REGION

9.1 Global Production of Gundam Model by Region (2019-2024)

9.2 Global Gundam Model Revenue Market Share by Region (2019-2024)

9.3 Global Gundam Model Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Gundam Model Production

9.4.1 North America Gundam Model Production Growth Rate (2019-2024)

9.4.2 North America Gundam Model Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Gundam Model Production

9.5.1 Europe Gundam Model Production Growth Rate (2019-2024)

9.5.2 Europe Gundam Model Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Gundam Model Production (2019-2024)

9.6.1 Japan Gundam Model Production Growth Rate (2019-2024)

9.6.2 Japan Gundam Model Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Gundam Model Production (2019-2024)

9.7.1 China Gundam Model Production Growth Rate (2019-2024)

9.7.2 China Gundam Model Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 BANDAI

10.1.1 BANDAI Gundam Model Basic Information

10.1.2 BANDAI Gundam Model Product Overview

10.1.3 BANDAI Gundam Model Product Market Performance

10.1.4 BANDAI Business Overview

10.1.5 BANDAI Gundam Model SWOT Analysis

10.1.6 BANDAI Recent Developments

10.2 Kotobukiya

10.2.1 Kotobukiya Gundam Model Basic Information

- 10.2.2 Kotobukiya Gumdami Model Product Overview
- 10.2.3 Kotobukiya Gumdami Model Product Market Performance
- 10.2.4 Kotobukiya Business Overview
- 10.2.5 Kotobukiya Gumdami Model SWOT Analysis
- 10.2.6 Kotobukiya Recent Developments
- 10.3 Hasegawa
 - 10.3.1 Hasegawa Gumdami Model Basic Information
 - 10.3.2 Hasegawa Gumdami Model Product Overview
 - 10.3.3 Hasegawa Gumdami Model Product Market Performance
 - 10.3.4 Hasegawa Gumdami Model SWOT Analysis
 - 10.3.5 Hasegawa Business Overview
 - 10.3.6 Hasegawa Recent Developments

11 GUMDAMI MODEL MARKET FORECAST BY REGION

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Gumdami Model Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Gumdami Model by Type (2025-2032)
 - 12.1.2 Global Gumdami Model Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Gumdami Model by Type (2025-2032)
- 12.2 Global Gumdami Model Market Forecast by Application (2025-2032)
 - 12.2.1 Global Gumdami Model Sales (K Units) Forecast by Application
 - 12.2.2 Global Gumdami Model Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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