

# Global Blind Box Figures Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Blind Box Figures market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Blind Box Figures market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Blind box figures are collectible figurines that are sold in sealed packaging, where the buyer cannot see which specific character or design is inside before opening the box. Typically, these figures are part of a themed collection, such as characters from movies, TV shows, or original artwork, and are produced in limited editions. The 'blind' aspect of the box adds an element of surprise and excitement for collectors, as they seek to complete a set or discover rare, exclusive figures. Blind box figures have become especially popular in the world of designer toys and pop culture collectibles, with some figures being highly sought after by enthusiasts due to their limited availability or unique designs. This collectible format encourages repeat purchases, as buyers often try to acquire different figures or chase after rare variants, making it a fun and engaging experience for fans of all ages.

The major global manufacturers of Blind Box Figures include Sonny Angel, Popmart, 1983 Toys, LEGO, Miniso, TOKIDOKI, Kidrobot, DisneyFunko, Shopkins, Dreams inc, 52toys, Robotime, Ip Station, EXDL, 12dong, China Brands, Alpha Group, etc. The global players competition landscape in this report is divided into three tiers. The first

tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Blind Box Figures. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Blind Box Figures market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Blind Box Figures market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Blind Box Figures industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Blind Box Figures Include:

Sonny Angel

Popmart

1983 Toys

LEGO

Miniso

TOKIDOKI

Kidrobot

DisneyFunko

Shopkins

Dreams inc

52toys

Robotime

Ip Station

EXDL

12dong

China Brands

Alpha Group

Blind Box Figures Product Segment Include:

Limited Edition

Hidden Edition

Ordinary Edition

Blind Box Figures Product Application Include:

Supermarkets

Convenience Stores

Online Sales

Others

## **Chapter Scope**

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