

Global Doll Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Doll market size will reach 15,770 Million USD in 2025 and is projected to reach 25,673 Million USD by 2032, with a CAGR of 7.21% (2025-2032). Notably, the China Doll 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

A doll is a three-dimensional, typically human-shaped toy that represents a person, character, or creature. Dolls are often made from a variety of materials such as plastic, cloth, wood, porcelain, or even electronic components. They can range from simple playthings for children to intricate collectibles and artistic creations. Dolls have been a part of cultures worldwide for centuries and serve various purposes, including imaginative play, cultural representation, educational tools, and artistic expression. They come in different sizes, styles, and designs, catering to a wide range of interests and preferences, and have maintained their popularity as cherished objects and symbols throughout history.

The major global manufacturers of Doll include Mattel, MGA Entertainment, Hasbro, Disney, Madame Alexander, Jakks Pacific, LEGO, Bandai, HABA, Maison Battat, Miniland, Melissa & Doug, Tru Kids, Lammily, Winarea, Symbiote Studios, Bobo's Toys, 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 Doll. 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 Doll 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 Doll 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 Doll 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 Doll Include:

Mattel

MGA Entertainment

Hasbro

Disney

Madame Alexander

Jakks Pacific

LEGO

Bandai

HABA

Maison Battat

Miniland

Melissa & Doug

Tru Kids

Lammily

Winarea

Symbiote Studios

Bobo's Toys

Doll Product Segment Include:

Baby Doll

Fashion Doll

Doll Product Application Include:

Offline Sales

Online Sales

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