

# Global Gaming Merchandise Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Gaming Merchandise market size will reach 68,227 Million USD in 2025 and is projected to reach 95,811 Million USD by 2032, with a CAGR of 4.97% (2025-2032). Notably, the China Gaming Merchandise 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

Gaming merchandise refers to a wide range of products and collectibles associated with video games, gaming culture, and popular gaming franchises. These items include clothing (t-shirts, hoodies, hats), accessories (backpacks, keychains, phone cases), toys, posters, figurines, and even special-edition game hardware like consoles or controllers. Gaming merchandise often features popular characters, logos, or iconic symbols from well-known video game titles, and is designed to appeal to fans and collectors. It serves not only as a way for gamers to show their passion for their favorite games but also as a source of revenue for game developers and brands. Additionally, gaming merchandise can enhance the gaming experience, allowing fans to connect with the game world in real life.

The major global manufacturers of Gaming Merchandise include Tencent, Microsoft, Nintendo, SONY, NetEase, Disney, Nexon, Ubisoft, miHoYo, Square Enix, Razer, Logitech G, Fangamer, McFarlane 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 Gaming Merchandise. 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 Gaming Merchandise 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 Gaming Merchandise 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 Gaming Merchandise 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 Gaming Merchandise Include:

Tencent

Microsoft

Nintendo

SONY

NetEase

Disney

Nexon

Ubisoft

miHoYo

Square Enix

Razer

Logitech G

Fangamer

McFarlane Toys

Gaming Merchandise Product Segment Include:

Toys

Clothing Accessories

PC Game Peripheral

Books and Posters

Others

Gaming Merchandise Product Application Include:

Online

Retail

Specialty Stores

## **Chapter Scope**

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