

Global Action Figures & Statues Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Action Figures & Statues market size is expected to reach \$ 12395 million by 2032, rising at a market growth of 6.5% CAGR during the forecast period (2026-2032).

In 2025, global output reached approximately 185 million units, with an average selling price of around USD 42 per unit. Total production capacity was about 210 million units, and the overall gross margin was approximately 35%.

Action figures and statues are collectible character-based products made from materials such as plastic, resin, and metal alloys, inspired by movies, animation, games, or original IPs. Action figures feature articulated joints that allow posing and interactive display, while statues are typically non-articulated or minimally articulated, focusing on sculpting accuracy, paint quality, and visual presentation for collectors and fans.

From a global perspective, the action figures and statues market is driven by the continuous expansion of global entertainment IPs, the deepening of fan economy, and the growing population of adult collectors. North America, Japan, and Europe remain the most mature markets, with a strong presence of licensed IP and premium statue products. The Asia-Pacific region, particularly China and Southeast Asia, has shown rapid growth in recent years, supported by diversified IP offerings, the rise of local brands, and the expansion of e-commerce and cross-border sales channels, resulting in a market characterized by parallel development of premiumization and niche segmentation.

This report studies the global Action Figures & Statues production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Action Figures & Statues and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Action Figures & Statues that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Action Figures & Statues total production and demand, 2021-2032, (Units)

Global Action Figures & Statues total production value, 2021-2032, (USD Million)

Global Action Figures & Statues production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Action Figures & Statues consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Action Figures & Statues domestic production, consumption, key domestic manufacturers and share

Global Action Figures & Statues production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Action Figures & Statues production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Action Figures & Statues production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Action Figures & Statues market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include NECA, Hasbro, Bandai, Diamond Select, Good Smile Company, Square Enix, Iron Studios, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Action Figures & Statues market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by

year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Action Figures & Statues Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Action Figures & Statues Market, Segmentation by Type:

Plastic

Silica Rubber

Others

Global Action Figures & Statues Market, Segmentation by Articulation Type:

Action Figures

Statues

Global Action Figures & Statues Market, Segmentation by Scale & Size:

Small Scale (1/12, 1/10)

Large Scale (1/6, 1/4 and above)

Global Action Figures & Statues Market, Segmentation by Theme & IP Source:

Movie & Animation IP

Game & Original IP

Global Action Figures & Statues Market, Segmentation by Application:

Online

Offline

Companies Profiled:

NECA

Hasbro

Bandai

Diamond Select

Good Smile Company

Square Enix

Iron Studios

Key Questions Answered:

1. How big is the global Action Figures & Statues market?
2. What is the demand of the global Action Figures & Statues market?

3. What is the year over year growth of the global Action Figures & Statues market?
4. What is the production and production value of the global Action Figures & Statues market?
5. Who are the key producers in the global Action Figures & Statues market?
6. What are the growth factors driving the market demand?

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