

Global AI-Powered Plush/Companion Toys Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global AI-Powered Plush/Companion Toys market size was valued at US\$ 173 million in 2025 and is forecast to a readjusted size of US\$ 632 million by 2032 with a CAGR of 19.8% during review period.

AI plush / emotional companion toys are physical plush, soft-bodied, or furry companion devices that embed microphones, speakers, touch/motion/light sensors, and increasingly local/cloud ASR, TTS, LLMs, character systems, and mobile apps to deliver ongoing conversation, emotional feedback, memory/personality growth, and companionship. Upstream includes plush shells and filling, SoC/MCU, Wi-Fi/Bluetooth/cellular modules, batteries, microphones/speakers, touch and IMU sensors, AI speech/model software, apps/cloud/OTA, and safety/compliance; midstream is branded device makers plus OEM/ODM manufacturers; downstream is primarily families with children, young adults buying emotional value, eldercare/ADRD care, and some healthcare/institutional settings.

In pricing, China's mass-market AI toys are often RMB 300?600, while public official samples span roughly US\$36?76 at OEM level and US\$79?299 at branded DTC level. Branded hardware in this niche likely targets roughly 40?60% hardware gross margin.

This report is a detailed and comprehensive analysis for global AI-Powered Plush/Companion Toys market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Channel Structure. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across

many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global AI-Powered Plush/Companion Toys market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global AI-Powered Plush/Companion Toys market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global AI-Powered Plush/Companion Toys market size and forecasts, by Type and by Channel Structure, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global AI-Powered Plush/Companion Toys market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI-Powered Plush/Companion Toys

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global AI-Powered Plush/Companion Toys market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Ageless Innovation, Robopoet, FoloToy, Casio, Curio Interactive, Fawn Friends, Hugbibi, SuperMate, Dongguan Junou Toys, GROOVE X?LOVOT?, etc.

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

Market Segmentation

AI-Powered Plush/Companion Toys market is split by Type and by Channel Structure. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Channel Structure in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

AI Plush Toys

Portable AI Plush Companion Keychains

Other

Market segment by User Profile

Parent-Child Companionship for Young Children (Approximately 3?6 Years Old)

Light Education + Expression Training for School-Aged Children (Approximately 6?12 Years Old)

Emotional Companionship for All Ages (Teenagers/Young Adults/Family Members)

Companionship for The Elderly

Others

Market segment by Use Cases

Family Companionship

Elderly Care Facilities

Out-of-Home Care/Social Interaction

Others

Market segment by Channel Structure

Brand's Own Online Sales

Distributor Online Sales

Offline Sales in Supermarkets and Other Stores

Others

Major players covered

Ageless Innovation

Robopoet

FoloToy

Casio

Curio Interactive

Fawn Friends

Hugbibi

SuperMate

Dongguan Junou Toys

GROOVE X?LOVOT?

Shifeng

Ropet

Elephant Robotics

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe AI-Powered Plush/Companion Toys product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of AI-Powered Plush/Companion Toys, with price, sales quantity, revenue, and global market share of AI-Powered Plush/Companion Toys from 2021 to 2026.

Chapter 3, the AI-Powered Plush/Companion Toys competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the AI-Powered Plush/Companion Toys breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Channel Structure, with sales market share and growth rate by Type, by Channel Structure, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and AI-Powered Plush/Companion Toys market forecast, by regions, by Type, and by Channel Structure, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of AI-Powered Plush/Companion Toys.

Chapter 14 and 15, to describe AI-Powered Plush/Companion Toys sales channel, distributors, customers, research findings and conclusion.

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