

Global AI-Powered Plush/Companion Toys Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI-Powered Plush/Companion Toys market size is expected to reach \$ 632 million by 2032, rising at a market growth of 19.8% CAGR during the forecast period (2026-2032).

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 studies the global AI-Powered Plush/Companion Toys production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI-Powered Plush/Companion Toys 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 AI-Powered

Plush/Companion Toys that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI-Powered Plush/Companion Toys total production and demand, 2021-2032, (K Units)

Global AI-Powered Plush/Companion Toys total production value, 2021-2032, (USD Million)

Global AI-Powered Plush/Companion Toys production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global AI-Powered Plush/Companion Toys consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: AI-Powered Plush/Companion Toys domestic production, consumption, key domestic manufacturers and share

Global AI-Powered Plush/Companion Toys production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global AI-Powered Plush/Companion Toys production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global AI-Powered Plush/Companion Toys production by Channel Structure, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global AI-Powered Plush/Companion Toys 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World AI-Powered Plush/Companion Toys market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Channel Structure. 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 AI-Powered Plush/Companion Toys Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI-Powered Plush/Companion Toys Market, Segmentation by Type:

AI Plush Toys

Portable AI Plush Companion Keychains

Other

Global AI-Powered Plush/Companion Toys Market, Segmentation 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

Global AI-Powered Plush/Companion Toys Market, Segmentation by Use Cases:

Family Companionship

Elderly Care Facilities

Out-of-Home Care/Social Interaction

Others

Global AI-Powered Plush/Companion Toys Market, Segmentation by Channel Structure:

Brand's Own Online Sales

Distributor Online Sales

Offline Sales in Supermarkets and Other Stores

Others

Companies Profiled:

Ageless Innovation

Robopoet

FoloToy

Casio

Curio Interactive

Fawn Friends

Hugbibi

SuperMate

Dongguan Junou Toys

GROOVE X?LOVOT?

Shifeng

Ropet

Elephant Robotics

Key Questions Answered:

1. How big is the global AI-Powered Plush/Companion Toys market?
2. What is the demand of the global AI-Powered Plush/Companion Toys market?
3. What is the year over year growth of the global AI-Powered Plush/Companion Toys market?
4. What is the production and production value of the global AI-Powered Plush/Companion Toys market?
5. Who are the key producers in the global AI-Powered Plush/Companion Toys market?
6. What are the growth factors driving the market demand?

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