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Global AI Smart Toys Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Smart Toys market size is expected to reach $ 26000 million by 2032, rising at a market growth of 34.2% CAGR during the forecast period (2026-2032).

In 2025, global AI Smart Toys production reached approximately 36,940 k units?with an average global market price of around US$ 85 per unit, and a gross profit margin of approximately 20%-40%. AI smart toys are interactive toy products that integrate artificial intelligence technology, possessing perception, learning, decision-making, and feedback capabilities. They typically incorporate technologies such as speech recognition, image recognition, natural language processing, emotion recognition, and motion capture, enabling multimodal interaction with users and providing personalized companionship, education, entertainment, or rehabilitation experiences. Unlike traditional electronic toys, AI smart toys not only respond to preset commands but also learn and adapt based on user behavior. For example, they can recognize children's emotions and respond with soothing responses, or adjust teaching content based on learning progress. Some products also feature internet connectivity, supporting cloud-based model access and content updates, making them integrated hardware and software smart devices.

AI-powered toys are toys that possess a degree of artificial intelligence, meaning they can learn and adapt how they interact with users, respond to external stimuli, and behave according to pre-programmed patterns. AI-powered toys can provide children with interactive, personalized gaming or learning experiences and help them develop various skills and abilities. By definition, smart toys are interactive electronic toys. These toys operate according to preset patterns and can change their behavior based on external stimuli. They can also adjust to the player's abilities. These toys react to the player's actions or pre-programmed behaviors and are powered by cloud computing,

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artificial intelligence, and sensor-based technologies.

Report Scope

This report studies the global AI Smart Toys production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Smart 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 Smart Toys that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Smart Toys total production and demand, 2021-2032, (K Units)

Global AI Smart Toys total production value, 2021-2032, (USD Million)

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

Global AI Smart Toys consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: AI Smart Toys domestic production, consumption, key domestic manufacturers and share

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

Global AI Smart Toys production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global AI Smart Toys production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

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This report profiles key players in the global AI Smart 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 Miko, Curio, GROOVE X, Mattel, TangibleFuture, CASIO, Bondu, FoloToy, Haivivi, Zhejiang Jinke Tom Culture Industry, 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 Smart 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 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 AI Smart Toys Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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Market Segmentation

Global AI Smart Toys Market, Segmentation by Type:

AI Plush Toys

AI Robot Toys

AI Educational Toys

Others

Global AI Smart Toys Market, Segmentation by Interactive Type:

Voice-Interactive

Touch and Motion-Interactive

Vision-Based Interactive

Screen-Enabled

Others

Global AI Smart Toys Market, Segmentation by Target Users:

Infants and Children

Adolescents

Adults

Others

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Global AI Smart Toys Market, Segmentation by Price:

Below USD 50

USD 50–150

USD 150–300

USD 300–500

Above USD 500

Global AI Smart Toys Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Miko

Curio

GROOVE X

Mattel

TangibleFuture

CASIO

Bondu

FoloToy

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Haivivi

Zhejiang Jinke Tom Culture Industry

ALPHA GROUP

Shifeng Cultural Development

Robopoet

UBTECH Robotics

Robosen

Genmoor

Linguniverse Technology

Goldlok Toys

Dr.Look

Meng Friend Technology(Ropet)

Loona

Living.AI

Enabot Technology

Alilo

Letianpai

TaoYun Technology

MIXI

Limitbit

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NUWA Robotics

Petoi LLC

Shenzhen Elephant Robotics Technology

AKA AI

SenseRobot

Energize Lab

Digital Dream Labs

Luwu Dynamics

Nanjing WEILAN Intelligent Technologies

Key Questions Answered

1. How big is the global AI Smart Toys market?
2. What is the demand of the global AI Smart Toys market?
3. What is the year over year growth of the global AI Smart Toys market?
4. What is the total value of the global AI Smart Toys market?
5. Who are the Major Players in the global AI Smart Toys market?
6. What are the growth factors driving the market demand?

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