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Global Anime Figure Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Anime Figure market size is expected to reach $ 11204 million by 2032, rising at a market growth of 7.0% CAGR during the forecast period (2026-2032).

Anime Figure refers to physical collectible character figures based primarily on anime, manga, games and related Japanese-style entertainment IP, designed for display, collecting, fandom consumption, gifting or prize distribution. Major product forms include fixed-pose scale figures, articulated action figures, chibi and deformed figures, trading and collection figures, prize figures and premium statues. Typical materials include PVC, ABS, resin, polystone and other molded polymers, while production commonly involves digital sculpting, prototype development, injection molding or resin casting, painting, pad printing, assembly and final quality inspection. Product value is primarily determined by IP popularity, sculpting accuracy, scale, articulation, paint quality, material selection, edition size, licensing and packaging. Products range from low-cost mass-market prize and trading figures to premium large-scale statues priced at several hundred dollars or more. This study focuses on licensed branded figures and OEM/ODM products derived from anime, manga, game and closely related character IP, covering both fixed-pose and articulated products distributed through hobby stores, official brand channels, e-commerce, amusement facilities and collector-oriented retail networks.

Key Findings

Scale Figures, Action Figures and Prize Figures form the core product segments of the global Anime Figure market

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Mass-market Prize and Trading Figures dominate unit volumes while premium Scale Figures and Statues generate higher value per unit

Japan remains the most influential product-development and licensing center, while China plays an increasingly important manufacturing and brand-development role

Competition increasingly centers on IP access, sculpting quality, paint accuracy, production consistency, limited editions and global distribution

Market Trends

The Anime Figure industry is evolving from a Japan-centered hobby category into a global collectible market supported by international anime streaming, gaming IP expansion, social-media fandom and cross-border e-commerce. Product development is increasingly polarized between affordable mass-market figures and high-value collector products. Prize Figures, chibi figures and entry-level fixed-pose products continue to broaden the consumer base, while 1/7, 1/6 and 1/4 scale figures, articulated collector figures and premium resin statues address enthusiasts willing to pay substantially higher prices for sculpting accuracy and character fidelity. Digital sculpting and computer-assisted prototyping are reducing development time and enabling more complex poses, facial expressions and costume details. Manufacturers are also expanding interchangeable faces, hands, accessories and display bases to improve product customization. Licensing strategies are becoming more global as Japanese brands increasingly commercialize products directly in North America, Europe and Asia, while Chinese figure companies are gaining visibility through licensed game and anime products with improved sculpting and production quality.

Market Dynamics

Drivers

Market growth is supported by expanding global consumption of anime and Japanese-style games, increasing international availability of licensed merchandise, stronger collector culture and rapid growth of direct-to-consumer e-commerce. Popular IP can support repeated figure launches across multiple characters, costumes, scales and product series, creating recurring monetization opportunities for manufacturers and licensors. Figure collecting also benefits from strong social-media visibility because unboxing, display photography, collection showcases and pre-order announcements

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encourage community engagement. Prize and affordable figures lower entry barriers for younger consumers, while premium products generate significant value from dedicated collectors. Growing overseas fandom is particularly important because manufacturers are increasingly able to sell newly announced figures globally rather than relying primarily on the domestic Japanese market.

Restraints

The market is constrained by high licensing costs, long product-development cycles, inventory risk and substantial dependence on individual IP popularity. Premium figures may require extensive sculpting revisions, paint-sample approvals and licensor review before mass production, resulting in long lead times between announcement and shipment. Large pre-order gaps can expose suppliers to changes in consumer interest, currency movements and manufacturing costs. High-end products also face price resistance as larger scales, complex accessories and premium materials increase production and shipping costs. Counterfeit figures remain another restraint, particularly in cross-border online markets, where unauthorized copies can undermine brand value and consumer confidence.

Opportunities

Major opportunities are emerging in overseas direct sales, game-derived figures, premium-scale collectibles, limited editions and broader price-tier strategies. Manufacturers can expand addressable demand by offering multiple product families around the same IP, ranging from low-cost prize or chibi products to premium scale figures and statues. Mobile games, console games and cross-media franchises are becoming increasingly important sources of character IP alongside traditional television anime and manga. Direct e-commerce, multilingual pre-order platforms and regional warehouses can improve global availability and reduce reliance on traditional hobby distributors. Chinese manufacturers and brands also have opportunities to move from pure contract manufacturing toward original product development and licensed figure brands, supported by improving sculpting, paint technology and supply-chain integration.

Challenges

The main challenges are maintaining character fidelity, controlling paint and assembly

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quality, managing counterfeit products and balancing production volumes against uncertain collector demand. Anime Figures require visually precise facial sculpting, color matching, surface finishing and accessory fit, making quality inconsistency highly visible to consumers. Complex articulated products also require durable joints and stable engineering without compromising appearance. Manufacturers must coordinate closely with licensors because inaccurate colors, proportions or character details can delay approval. Limited-edition and pre-order models help reduce inventory risk but require accurate demand forecasting and reliable production scheduling. Global distribution introduces additional risks involving packaging damage, shipping cost, customs, product-safety rules and after-sales replacement.

Industry Chain Analysis

The upstream Anime Figure industry includes IP licensors, concept artists, sculptors, digital modeling software, PVC, ABS, resin, polystone, pigments, paints, packaging materials, molds and tooling suppliers. Midstream companies undertake product planning, licensing coordination, digital sculpting, prototype development, mold making, injection molding or resin casting, painting, pad printing, assembly, quality inspection and packaging. Some brands own product-development capabilities while outsourcing mass production, whereas integrated manufacturers may combine design, production and global distribution. Downstream channels include official brand stores, specialist hobby retailers, e-commerce platforms, amusement and prize channels, convention sales, distributors and collector communities. Value creation is concentrated in access to strong IP, sculpting and prototype quality, paint application, production consistency, edition management, branding and the ability to convert character popularity into differentiated figure lines across multiple price tiers.

Segment Insights

By product type, Scale Fixed-pose Figures represent one of the more prominent high-value segments in the Anime Figure market, typically reproducing characters at defined scales with strong emphasis on sculpting accuracy, paint quality, costume detail and overall display effect. Non-scale Fixed-pose Figures do not follow strict proportional standards and offer greater design flexibility, covering a broad range of mass-market and mid-priced collectible products. Articulated Action Figures use joint systems, interchangeable hands, facial parts, weapons and accessories to enhance poseability and play value, primarily serving collectors who value interaction and display customization. Deformed Figures adopt stylized proportions and highly recognizable

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character designs, using compact formats and approachable aesthetics to broaden consumer reach. Miniature and Trading Figures are generally smaller in size and support set collection, multi-character series and randomized sales formats, encouraging repeat purchases. Premium Statues occupy a smaller but higher-value segment, characterized by large dimensions, complex sculpting, limited production runs and premium materials such as resin, targeting dedicated collectors.

By articulation type, Fixed-pose Figures account for a major share of scale, prize and statue products because fixed structures allow greater sculpting and paint accuracy. Fully Articulated Figures focus on poseability and usually require more complex joint engineering, while Limited-articulation and Interchangeable-part Figures balance display quality with customization. By figure height, products below 20 cm cover a large share of chibi, trading and prize categories; the 20–30 cm range is widely represented among standard scale figures, while products above 30 cm are more concentrated in premium 1/6, 1/4 and statue formats.

Downstream Market Opportunities

Personal Collection is the central demand scenario because Anime Figures are primarily purchased by fans seeking physical representations of favorite characters and franchises. Display and Decoration demand overlaps with collector culture but provides additional opportunities in desk, shelf and dedicated collection-room settings. Gifts represent an important entry point for casual buyers, particularly around popular mainstream IP. Amusement and prize distribution remains structurally important in Japan and parts of Asia, while conventions, hobby events and promotional campaigns support limited products and exclusive editions. Growth opportunities increasingly come from global online collectors who pre-order directly from brands and specialist retailers regardless of geographic location.

Regional Insights

Japan remains the industry's most important center for IP licensing, product planning and established figure brands, supported by a mature collector culture and extensive anime, manga and game ecosystems. China has become increasingly important both as a manufacturing base and as a source of emerging figure brands, benefiting from large-scale molding, painting, assembly and packaging capabilities. North America represents a major overseas consumption market supported by anime streaming, conventions and specialized online retail, while Europe is expanding through

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international distribution and stronger anime fandom. Other Asian markets, including South Korea, Southeast Asia, Hong Kong and Taiwan, also represent meaningful demand centers where Japanese and Chinese brands have strong distribution. Regional competition increasingly depends on licensing access, local distribution, pricing and delivery speed.

Competitive Landscape Analysis

The Anime Figure market combines major Japanese entertainment groups, specialist figure manufacturers, prize-product companies, Chinese licensed-figure brands and international collectible companies. The enterprise pool includes Bandai Namco Holdings, Aniplex, Kotobukiya, Kaiyodo, ALTER, Good Smile Company, Max Factory, SEGA, Union Creative, Hobby Max Japan, MegaHouse, FuRyu, TAITO, KADOKAWA, Medicom Toy, APEX-TOYS, Square Enix, Funko, Beijing Dream City, Guangdong Audi Animation Toys, Myethos, BellFine, Ques Q, WAVE Corporation and FREEing. Japanese companies retain strong advantages in licensing relationships, sculpting expertise, long-established series and domestic distribution, while Chinese companies are strengthening their positions through integrated manufacturing, competitive production costs and rapidly improving licensed product development. Large entertainment groups can monetize proprietary or closely affiliated IP through multiple figure formats, while specialist manufacturers compete through sculpting quality, character selection and collector reputation. As global demand expands, sustainable advantage increasingly depends on IP access, product quality, timely delivery, international distribution and the ability to maintain distinctive product lines across different collector price segments.

Report Scope

This report studies the global Anime Figure production, demand, key manufacturers, and key regions.

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

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Highlights and key features of the study

Global Anime Figure total production and demand, 2021-2032, (K Units)

Global Anime Figure total production value, 2021-2032, (USD Million)

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

Global Anime Figure consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Anime Figure domestic production, consumption, key domestic manufacturers and share

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

Global Anime Figure production by Product Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Anime Figure production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Anime Figure 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 Bandai Namco Holdings, Aniplex, Kotobukiya, Kaiyodo, ALTER, Good Smile Company, Max Factory, SEGA, Union Creative, Hobby Max Japan, 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 Anime Figure market

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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 Product 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 Anime Figure Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Anime Figure Market, Segmentation by Product Type:

Scale Fixed-pose Figure

Non-scale Fixed-pose Figure

Articulated Action Figure

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Deformed Figure

Miniature and Trading Figure

Premium Statue

Others

Global Anime Figure Market, Segmentation by Articulation Type:

Fixed-pose Figure

Limited-articulation Figure

Fully Articulated Figure

Interchangeable-part Figure

Others

Global Anime Figure Market, Segmentation by Figure Height:

Below 10 cm

10–20 cm

20–30 cm

Above 30 cm

Global Anime Figure Market, Segmentation by Application:

Personal Collection

Display and Decoration

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Gifts

Others

Companies Profiled:

Bandai Namco Holdings

Aniplex

Kotobukiya

Kaiyodo

ALTER

Good Smile Company

Max Factory

SEGA

Union Creative

Hobby Max Japan

MegaHouse

FuRyu

TAITO

KADOKAWA

Medicom Toy

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APEX-TOYS

Square Enix

Funko

Beijing Dream City

Guangdong Audi Animation Toys

Myethos

BellFine

Ques Q

WAVE Corporation

FREEing

Key Questions Answered

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

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Contents

1 SUPPLY SUMMARY

1.1 Anime Figure Introduction
1.2 World Anime Figure Supply & Forecast
  1.2.1 World Anime Figure Production Value (2021 & 2025 & 2032)
  1.2.2 World Anime Figure Production (2021-2032)
  1.2.3 World Anime Figure Pricing Trends (2021-2032)
1.3 World Anime Figure Production by Region (Based on Production Site)
  1.3.1 World Anime Figure Production Value by Region (2021-2032)
  1.3.2 World Anime Figure Production by Region (2021-2032)
  1.3.3 World Anime Figure Average Price by Region (2021-2032)
  1.3.4 North America Anime Figure Production (2021-2032)
  1.3.5 Europe Anime Figure Production (2021-2032)
  1.3.6 China Anime Figure Production (2021-2032)
  1.3.7 Japan Anime Figure Production (2021-2032)
1.4 Market Drivers, Restraints and Trends
  1.4.1 Anime Figure Market Drivers
  1.4.2 Factors Affecting Demand
  1.4.3 Anime Figure Major Market Trends

2 DEMAND SUMMARY

2.1 World Anime Figure Demand (2021-2032)
2.2 World Anime Figure Consumption by Region
  2.2.1 World Anime Figure Consumption by Region (2021-2026)
  2.2.2 World Anime Figure Consumption Forecast by Region (2027-2032)
2.3 United States Anime Figure Consumption (2021-2032)
2.4 China Anime Figure Consumption (2021-2032)
2.5 Europe Anime Figure Consumption (2021-2032)
2.6 Japan Anime Figure Consumption (2021-2032)
2.7 South Korea Anime Figure Consumption (2021-2032)
2.8 ASEAN Anime Figure Consumption (2021-2032)
2.9 India Anime Figure Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

3.1 World Anime Figure Production Value by Manufacturer (2021-2026)

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3.2 World Anime Figure Production by Manufacturer (2021-2026)
3.3 World Anime Figure Average Price by Manufacturer (2021-2026)
3.4 Anime Figure Company Evaluation Quadrant
3.5 Industry Rank and Concentration Rate (CR)
  3.5.1 Global Anime Figure Industry Rank of Major Manufacturers
  3.5.2 Global Concentration Ratios (CR4) for Anime Figure in 2025
  3.5.3 Global Concentration Ratios (CR8) for Anime Figure in 2025
3.6 Anime Figure Market: Overall Company Footprint Analysis
  3.6.1 Anime Figure Market: Region Footprint
  3.6.2 Anime Figure Market: Company Product Type Footprint
  3.6.3 Anime Figure Market: Company Product Application Footprint
3.7 Competitive Environment
  3.7.1 Historical Structure of the Industry
  3.7.2 Barriers of Market Entry
  3.7.3 Factors of Competition
3.8 New Entrant and Capacity Expansion Plans
3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

4.1 United States VS China: Anime Figure Production Value Comparison
  4.1.1 United States VS China: Anime Figure Production Value Comparison (2021 & 2025 & 2032)
  4.1.2 United States VS China: Anime Figure Production Value Market Share Comparison (2021 & 2025 & 2032)
4.2 United States VS China: Anime Figure Production Comparison
  4.2.1 United States VS China: Anime Figure Production Comparison (2021 & 2025 & 2032)
  4.2.2 United States VS China: Anime Figure Production Market Share Comparison (2021 & 2025 & 2032)
4.3 United States VS China: Anime Figure Consumption Comparison
  4.3.1 United States VS China: Anime Figure Consumption Comparison (2021 & 2025 & 2032)
  4.3.2 United States VS China: Anime Figure Consumption Market Share Comparison (2021 & 2025 & 2032)
4.4 United States Based Anime Figure Manufacturers and Market Share, 2021-2026
  4.4.1 United States Based Anime Figure Manufacturers, Headquarters and Production Site (States, Country)
  4.4.2 United States Based Manufacturers Anime Figure Production Value (2021-2026)

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4.4.3 United States Based Manufacturers Anime Figure Production (2021-2026)
4.5 China Based Anime Figure Manufacturers and Market Share
4.5.1 China Based Anime Figure Manufacturers, Headquarters and Production Site (Province, Country)
4.5.2 China Based Manufacturers Anime Figure Production Value (2021-2026)
4.5.3 China Based Manufacturers Anime Figure Production (2021-2026)
4.6 Rest of World Based Anime Figure Manufacturers and Market Share, 2021-2026
4.6.1 Rest of World Based Anime Figure Manufacturers, Headquarters and Production Site (State, Country)
4.6.2 Rest of World Based Manufacturers Anime Figure Production Value (2021-2026)
4.6.3 Rest of World Based Manufacturers Anime Figure Production (2021-2026)

5 MARKET ANALYSIS BY PRODUCT TYPE

5.1 World Anime Figure Market Size Overview by Product Type: 2021 VS 2025 VS 2032
5.2 Segment Introduction by Product Type
5.2.1 Scale Fixed-pose Figure
5.2.2 Non-scale Fixed-pose Figure
5.2.3 Articulated Action Figure
5.2.4 Deformed Figure
5.2.5 Miniature and Trading Figure
5.2.6 Premium Statue
5.2.7 Others
5.3 Market Segment by Product Type
5.3.1 World Anime Figure Production by Product Type (2021-2032)
5.3.2 World Anime Figure Production Value by Product Type (2021-2032)
5.3.3 World Anime Figure Average Price by Product Type (2021-2032)

6 MARKET ANALYSIS BY ARTICULATION TYPE

6.1 World Anime Figure Market Size Overview by Articulation Type: 2021 VS 2025 VS 2032
6.2 Segment Introduction by Articulation Type
6.2.1 Fixed-pose Figure
6.2.2 Limited-articulation Figure
6.2.3 Fully Articulated Figure
6.2.4 Interchangeable-part Figure
6.2.5 Others

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info@marketpublishers.com

6.3 Market Segment by Articulation Type
6.3.1 World Anime Figure Production by Articulation Type (2021-2032)
6.3.2 World Anime Figure Production Value by Articulation Type (2021-2032)
6.3.3 World Anime Figure Average Price by Articulation Type (2021-2032)

7 MARKET ANALYSIS BY FIGURE HEIGHT

7.1 World Anime Figure Market Size Overview by Figure Height: 2021 VS 2025 VS 2032
7.2 Segment Introduction by Figure Height
7.2.1 Below 10 cm
7.2.2 10–20 cm
7.2.3 20–30 cm
7.2.4 Above 30 cm
7.3 Market Segment by Figure Height
7.3.1 World Anime Figure Production by Figure Height (2021-2032)
7.3.2 World Anime Figure Production Value by Figure Height (2021-2032)
7.3.3 World Anime Figure Average Price by Figure Height (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Anime Figure Market Size Overview by Application: 2021 VS 2025 VS 2032
8.2 Segment Introduction by Application
8.2.1 Personal Collection
8.2.2 Display and Decoration
8.2.3 Gifts
8.2.4 Others
8.3 Market Segment by Application
8.3.1 World Anime Figure Production by Application (2021-2032)
8.3.2 World Anime Figure Production Value by Application (2021-2032)
8.3.3 World Anime Figure Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Bandai Namco Holdings
9.1.1 Bandai Namco Holdings Details
9.1.2 Bandai Namco Holdings Major Business
9.1.3 Bandai Namco Holdings Anime Figure Product and Services
9.1.4 Bandai Namco Holdings Anime Figure Production, Price, Value, Gross Margin

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and Market Share (2021-2026)
9.1.5 Bandai Namco Holdings Recent Developments/Updates
9.1.6 Bandai Namco Holdings Competitive Strengths & Weaknesses
9.2 Aniplex
9.2.1 Aniplex Details
9.2.2 Aniplex Major Business
9.2.3 Aniplex Anime Figure Product and Services
9.2.4 Aniplex Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.2.5 Aniplex Recent Developments/Updates
9.2.6 Aniplex Competitive Strengths & Weaknesses
9.3 Kotobukiya
9.3.1 Kotobukiya Details
9.3.2 Kotobukiya Major Business
9.3.3 Kotobukiya Anime Figure Product and Services
9.3.4 Kotobukiya Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.3.5 Kotobukiya Recent Developments/Updates
9.3.6 Kotobukiya Competitive Strengths & Weaknesses
9.4 Kaiyodo
9.4.1 Kaiyodo Details
9.4.2 Kaiyodo Major Business
9.4.3 Kaiyodo Anime Figure Product and Services
9.4.4 Kaiyodo Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.4.5 Kaiyodo Recent Developments/Updates
9.4.6 Kaiyodo Competitive Strengths & Weaknesses
9.5 ALTER
9.5.1 ALTER Details
9.5.2 ALTER Major Business
9.5.3 ALTER Anime Figure Product and Services
9.5.4 ALTER Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.5.5 ALTER Recent Developments/Updates
9.5.6 ALTER Competitive Strengths & Weaknesses
9.6 Good Smile Company
9.6.1 Good Smile Company Details
9.6.2 Good Smile Company Major Business
9.6.3 Good Smile Company Anime Figure Product and Services

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info@marketpublishers.com

9.6.4 Good Smile Company Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.6.5 Good Smile Company Recent Developments/Updates
9.6.6 Good Smile Company Competitive Strengths & Weaknesses
9.7 Max Factory
9.7.1 Max Factory Details
9.7.2 Max Factory Major Business
9.7.3 Max Factory Anime Figure Product and Services
9.7.4 Max Factory Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.7.5 Max Factory Recent Developments/Updates
9.7.6 Max Factory Competitive Strengths & Weaknesses
9.8 SEGA
9.8.1 SEGA Details
9.8.2 SEGA Major Business
9.8.3 SEGA Anime Figure Product and Services
9.8.4 SEGA Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.8.5 SEGA Recent Developments/Updates
9.8.6 SEGA Competitive Strengths & Weaknesses
9.9 Union Creative
9.9.1 Union Creative Details
9.9.2 Union Creative Major Business
9.9.3 Union Creative Anime Figure Product and Services
9.9.4 Union Creative Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.9.5 Union Creative Recent Developments/Updates
9.9.6 Union Creative Competitive Strengths & Weaknesses
9.10 Hobby Max Japan
9.10.1 Hobby Max Japan Details
9.10.2 Hobby Max Japan Major Business
9.10.3 Hobby Max Japan Anime Figure Product and Services
9.10.4 Hobby Max Japan Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.10.5 Hobby Max Japan Recent Developments/Updates
9.10.6 Hobby Max Japan Competitive Strengths & Weaknesses
9.11 MegaHouse
9.11.1 MegaHouse Details
9.11.2 MegaHouse Major Business

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info@marketpublishers.com

9.11.3 MegaHouse Anime Figure Product and Services
9.11.4 MegaHouse Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.11.5 MegaHouse Recent Developments/Updates
9.11.6 MegaHouse Competitive Strengths & Weaknesses
9.12 FuRyu
9.12.1 FuRyu Details
9.12.2 FuRyu Major Business
9.12.3 FuRyu Anime Figure Product and Services
9.12.4 FuRyu Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.12.5 FuRyu Recent Developments/Updates
9.12.6 FuRyu Competitive Strengths & Weaknesses
9.13 TAITO
9.13.1 TAITO Details
9.13.2 TAITO Major Business
9.13.3 TAITO Anime Figure Product and Services
9.13.4 TAITO Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.13.5 TAITO Recent Developments/Updates
9.13.6 TAITO Competitive Strengths & Weaknesses
9.14 KADOKAWA
9.14.1 KADOKAWA Details
9.14.2 KADOKAWA Major Business
9.14.3 KADOKAWA Anime Figure Product and Services
9.14.4 KADOKAWA Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.14.5 KADOKAWA Recent Developments/Updates
9.14.6 KADOKAWA Competitive Strengths & Weaknesses
9.15 Medicom Toy
9.15.1 Medicom Toy Details
9.15.2 Medicom Toy Major Business
9.15.3 Medicom Toy Anime Figure Product and Services
9.15.4 Medicom Toy Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.15.5 Medicom Toy Recent Developments/Updates
9.15.6 Medicom Toy Competitive Strengths & Weaknesses
9.16 APEX-TOYS
9.16.1 APEX-TOYS Details

+357 96 030922
info@marketpublishers.com

9.16.2 APEX-TOYS Major Business
9.16.3 APEX-TOYS Anime Figure Product and Services
9.16.4 APEX-TOYS Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.16.5 APEX-TOYS Recent Developments/Updates
9.16.6 APEX-TOYS Competitive Strengths & Weaknesses
9.17 Square Enix
9.17.1 Square Enix Details
9.17.2 Square Enix Major Business
9.17.3 Square Enix Anime Figure Product and Services
9.17.4 Square Enix Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.17.5 Square Enix Recent Developments/Updates
9.17.6 Square Enix Competitive Strengths & Weaknesses
9.18 Funko
9.18.1 Funko Details
9.18.2 Funko Major Business
9.18.3 Funko Anime Figure Product and Services
9.18.4 Funko Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.18.5 Funko Recent Developments/Updates
9.18.6 Funko Competitive Strengths & Weaknesses
9.19 Beijing Dream City
9.19.1 Beijing Dream City Details
9.19.2 Beijing Dream City Major Business
9.19.3 Beijing Dream City Anime Figure Product and Services
9.19.4 Beijing Dream City Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.19.5 Beijing Dream City Recent Developments/Updates
9.19.6 Beijing Dream City Competitive Strengths & Weaknesses
9.20 Guangdong Audi Animation Toys
9.20.1 Guangdong Audi Animation Toys Details
9.20.2 Guangdong Audi Animation Toys Major Business
9.20.3 Guangdong Audi Animation Toys Anime Figure Product and Services
9.20.4 Guangdong Audi Animation Toys Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.20.5 Guangdong Audi Animation Toys Recent Developments/Updates
9.20.6 Guangdong Audi Animation Toys Competitive Strengths & Weaknesses
9.21 Myethos

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9.21.1 Myethos Details
9.21.2 Myethos Major Business
9.21.3 Myethos Anime Figure Product and Services
9.21.4 Myethos Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.21.5 Myethos Recent Developments/Updates
9.21.6 Myethos Competitive Strengths & Weaknesses
9.22 BellFine
9.22.1 BellFine Details
9.22.2 BellFine Major Business
9.22.3 BellFine Anime Figure Product and Services
9.22.4 BellFine Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.22.5 BellFine Recent Developments/Updates
9.22.6 BellFine Competitive Strengths & Weaknesses
9.23 Ques Q
9.23.1 Ques Q Details
9.23.2 Ques Q Major Business
9.23.3 Ques Q Anime Figure Product and Services
9.23.4 Ques Q Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.23.5 Ques Q Recent Developments/Updates
9.23.6 Ques Q Competitive Strengths & Weaknesses
9.24 WAVE Corporation
9.24.1 WAVE Corporation Details
9.24.2 WAVE Corporation Major Business
9.24.3 WAVE Corporation Anime Figure Product and Services
9.24.4 WAVE Corporation Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.24.5 WAVE Corporation Recent Developments/Updates
9.24.6 WAVE Corporation Competitive Strengths & Weaknesses
9.25 FREEing
9.25.1 FREEing Details
9.25.2 FREEing Major Business
9.25.3 FREEing Anime Figure Product and Services
9.25.4 FREEing Anime Figure Production, Price, Value, Gross Margin and Market Share (2021-2026)
9.25.5 FREEing Recent Developments/Updates
9.25.6 FREEing Competitive Strengths & Weaknesses

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10 INDUSTRY CHAIN ANALYSIS

10.1 Anime Figure Industry Chain
10.2 Anime Figure Upstream Analysis
  10.2.1 Anime Figure Core Raw Materials
  10.2.2 Main Manufacturers of Anime Figure Core Raw Materials
10.3 Midstream Analysis
10.4 Downstream Analysis
10.5 Anime Figure Production Mode
10.6 Anime Figure Procurement Model
10.7 Anime Figure Industry Sales Model and Sales Channels
  10.7.1 Anime Figure Sales Model
  10.7.2 Anime Figure Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology
12.2 Research Process and Data Source
12.3 Disclaimer

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List Of Tables

LIST OF TABLES

Table 1. World Anime Figure Production Value by Region (2021, 2025 and 2032) & (USD Million)
Table 2. World Anime Figure Production Value by Region (2021-2026) & (USD Million)
Table 3. World Anime Figure Production Value by Region (2027-2032) & (USD Million)
Table 4. World Anime Figure Production Value Market Share by Region (2021-2026)
Table 5. World Anime Figure Production Value Market Share by Region (2027-2032)
Table 6. World Anime Figure Production by Region (2021-2026) & (K Units)
Table 7. World Anime Figure Production by Region (2027-2032) & (K Units)
Table 8. World Anime Figure Production Market Share by Region (2021-2026)
Table 9. World Anime Figure Production Market Share by Region (2027-2032)
Table 10. World Anime Figure Average Price by Region (2021-2026) & (US$/Unit)
Table 11. World Anime Figure Average Price by Region (2027-2032) & (US$/Unit)
Table 12. Anime Figure Major Market Trends
Table 13. World Anime Figure Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)
Table 14. World Anime Figure Consumption by Region (2021-2026) & (K Units)
Table 15. World Anime Figure Consumption Forecast by Region (2027-2032) & (K Units)
Table 16. World Anime Figure Production Value by Manufacturer (2021-2026) & (USD Million)
Table 17. Production Value Market Share of Key Anime Figure Producers in 2025
Table 18. World Anime Figure Production by Manufacturer (2021-2026) & (K Units)
Table 19. Production Market Share of Key Anime Figure Producers in 2025
Table 20. World Anime Figure Average Price by Manufacturer (2021-2026) & (US$/Unit)
Table 21. Global Anime Figure Company Evaluation Quadrant
Table 22. World Anime Figure Industry Rank of Major Manufacturers, Based on Production Value in 2025
Table 23. Head Office and Anime Figure Production Site of Key Manufacturer
Table 24. Anime Figure Market: Company Product Type Footprint
Table 25. Anime Figure Market: Company Product Application Footprint
Table 26. Anime Figure Competitive Factors
Table 27. Anime Figure New Entrant and Capacity Expansion Plans
Table 28. Anime Figure Mergers & Acquisitions Activity
Table 29. United States VS China Anime Figure Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

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Table 30. United States VS China Anime Figure Production Comparison, (2021 & 2025 & 2032) & (K Units)
Table 31. United States VS China Anime Figure Consumption Comparison, (2021 & 2025 & 2032) & (K Units)
Table 32. United States Based Anime Figure Manufacturers, Headquarters and Production Site (States, Country)
Table 33. United States Based Manufacturers Anime Figure Production Value, (2021-2026) & (USD Million)
Table 34. United States Based Manufacturers Anime Figure Production Value Market Share (2021-2026)
Table 35. United States Based Manufacturers Anime Figure Production (2021-2026) & (K Units)
Table 36. United States Based Manufacturers Anime Figure Production Market Share (2021-2026)
Table 37. China Based Anime Figure Manufacturers, Headquarters and Production Site (Province, Country)
Table 38. China Based Manufacturers Anime Figure Production Value, (2021-2026) & (USD Million)
Table 39. China Based Manufacturers Anime Figure Production Value Market Share (2021-2026)
Table 40. China Based Manufacturers Anime Figure Production, (2021-2026) & (K Units)
Table 41. China Based Manufacturers Anime Figure Production Market Share (2021-2026)
Table 42. Rest of World Based Anime Figure Manufacturers, Headquarters and Production Site (State, Country)
Table 43. Rest of World Based Manufacturers Anime Figure Production Value, (2021-2026) & (USD Million)
Table 44. Rest of World Based Manufacturers Anime Figure Production Value Market Share (2021-2026)
Table 45. Rest of World Based Manufacturers Anime Figure Production, (2021-2026) & (K Units)
Table 46. Rest of World Based Manufacturers Anime Figure Production Market Share (2021-2026)
Table 47. World Anime Figure Production Value by Product Type, (USD Million), 2021 & 2025 & 2032
Table 48. World Anime Figure Production by Product Type (2021-2026) & (K Units)
Table 49. World Anime Figure Production by Product Type (2027-2032) & (K Units)
Table 50. World Anime Figure Production Value by Product Type (2021-2026) & (USD

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Million)
Table 51. World Anime Figure Production Value by Product Type (2027-2032) & (USD Million)
Table 52. World Anime Figure Average Price by Product Type (2021-2026) & (US$/Unit)
Table 53. World Anime Figure Average Price by Product Type (2027-2032) & (US$/Unit)
Table 54. World Anime Figure Production Value by Articulation Type, (USD Million), 2021 & 2025 & 2032
Table 55. World Anime Figure Production by Articulation Type (2021-2026) & (K Units)
Table 56. World Anime Figure Production by Articulation Type (2027-2032) & (K Units)
Table 57. World Anime Figure Production Value by Articulation Type (2021-2026) & (USD Million)
Table 58. World Anime Figure Production Value by Articulation Type (2027-2032) & (USD Million)
Table 59. World Anime Figure Average Price by Articulation Type (2021-2026) & (US$/Unit)
Table 60. World Anime Figure Average Price by Articulation Type (2027-2032) & (US$/Unit)
Table 61. World Anime Figure Production Value by Figure Height, (USD Million), 2021 & 2025 & 2032
Table 62. World Anime Figure Production by Figure Height (2021-2026) & (K Units)
Table 63. World Anime Figure Production by Figure Height (2027-2032) & (K Units)
Table 64. World Anime Figure Production Value by Figure Height (2021-2026) & (USD Million)
Table 65. World Anime Figure Production Value by Figure Height (2027-2032) & (USD Million)
Table 66. World Anime Figure Average Price by Figure Height (2021-2026) & (US$/Unit)
Table 67. World Anime Figure Average Price by Figure Height (2027-2032) & (US$/Unit)
Table 68. World Anime Figure Production Value by Application, (USD Million), 2021 & 2025 & 2032
Table 69. World Anime Figure Production by Application (2021-2026) & (K Units)
Table 70. World Anime Figure Production by Application (2027-2032) & (K Units)
Table 71. World Anime Figure Production Value by Application (2021-2026) & (USD Million)
Table 72. World Anime Figure Production Value by Application (2027-2032) & (USD Million)

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Table 73. World Anime Figure Average Price by Application (2021-2026) & (US$/Unit)
Table 74. World Anime Figure Average Price by Application (2027-2032) & (US$/Unit)
Table 75. Bandai Namco Holdings Basic Information, Manufacturing Base and Competitors
Table 76. Bandai Namco Holdings Major Business
Table 77. Bandai Namco Holdings Anime Figure Product and Services
Table 78. Bandai Namco Holdings Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 79. Bandai Namco Holdings Recent Developments/Updates
Table 80. Bandai Namco Holdings Competitive Strengths & Weaknesses
Table 81. Aniplex Basic Information, Manufacturing Base and Competitors
Table 82. Aniplex Major Business
Table 83. Aniplex Anime Figure Product and Services
Table 84. Aniplex Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 85. Aniplex Recent Developments/Updates
Table 86. Aniplex Competitive Strengths & Weaknesses
Table 87. Kotobukiya Basic Information, Manufacturing Base and Competitors
Table 88. Kotobukiya Major Business
Table 89. Kotobukiya Anime Figure Product and Services
Table 90. Kotobukiya Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 91. Kotobukiya Recent Developments/Updates
Table 92. Kotobukiya Competitive Strengths & Weaknesses
Table 93. Kaiyodo Basic Information, Manufacturing Base and Competitors
Table 94. Kaiyodo Major Business
Table 95. Kaiyodo Anime Figure Product and Services
Table 96. Kaiyodo Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Kaiyodo Recent Developments/Updates
Table 98. Kaiyodo Competitive Strengths & Weaknesses
Table 99. ALTER Basic Information, Manufacturing Base and Competitors
Table 100. ALTER Major Business
Table 101. ALTER Anime Figure Product and Services
Table 102. ALTER Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. ALTER Recent Developments/Updates
Table 104. ALTER Competitive Strengths & Weaknesses
Table 105. Good Smile Company Basic Information, Manufacturing Base and

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Competitors
Table 106. Good Smile Company Major Business
Table 107. Good Smile Company Anime Figure Product and Services
Table 108. Good Smile Company Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Good Smile Company Recent Developments/Updates
Table 110. Good Smile Company Competitive Strengths & Weaknesses
Table 111. Max Factory Basic Information, Manufacturing Base and Competitors
Table 112. Max Factory Major Business
Table 113. Max Factory Anime Figure Product and Services
Table 114. Max Factory Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Max Factory Recent Developments/Updates
Table 116. Max Factory Competitive Strengths & Weaknesses
Table 117. SEGA Basic Information, Manufacturing Base and Competitors
Table 118. SEGA Major Business
Table 119. SEGA Anime Figure Product and Services
Table 120. SEGA Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. SEGA Recent Developments/Updates
Table 122. SEGA Competitive Strengths & Weaknesses
Table 123. Union Creative Basic Information, Manufacturing Base and Competitors
Table 124. Union Creative Major Business
Table 125. Union Creative Anime Figure Product and Services
Table 126. Union Creative Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 127. Union Creative Recent Developments/Updates
Table 128. Union Creative Competitive Strengths & Weaknesses
Table 129. Hobby Max Japan Basic Information, Manufacturing Base and Competitors
Table 130. Hobby Max Japan Major Business
Table 131. Hobby Max Japan Anime Figure Product and Services
Table 132. Hobby Max Japan Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 133. Hobby Max Japan Recent Developments/Updates
Table 134. Hobby Max Japan Competitive Strengths & Weaknesses
Table 135. MegaHouse Basic Information, Manufacturing Base and Competitors
Table 136. MegaHouse Major Business
Table 137. MegaHouse Anime Figure Product and Services
Table 138. MegaHouse Anime Figure Production (K Units), Price (US$/Unit), Production

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Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 139. MegaHouse Recent Developments/Updates
Table 140. MegaHouse Competitive Strengths & Weaknesses
Table 141. FuRyu Basic Information, Manufacturing Base and Competitors
Table 142. FuRyu Major Business
Table 143. FuRyu Anime Figure Product and Services
Table 144. FuRyu Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. FuRyu Recent Developments/Updates
Table 146. FuRyu Competitive Strengths & Weaknesses
Table 147. TAITO Basic Information, Manufacturing Base and Competitors
Table 148. TAITO Major Business
Table 149. TAITO Anime Figure Product and Services
Table 150. TAITO Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 151. TAITO Recent Developments/Updates
Table 152. TAITO Competitive Strengths & Weaknesses
Table 153. KADOKAWA Basic Information, Manufacturing Base and Competitors
Table 154. KADOKAWA Major Business
Table 155. KADOKAWA Anime Figure Product and Services
Table 156. KADOKAWA Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 157. KADOKAWA Recent Developments/Updates
Table 158. KADOKAWA Competitive Strengths & Weaknesses
Table 159. Medicom Toy Basic Information, Manufacturing Base and Competitors
Table 160. Medicom Toy Major Business
Table 161. Medicom Toy Anime Figure Product and Services
Table 162. Medicom Toy Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. Medicom Toy Recent Developments/Updates
Table 164. Medicom Toy Competitive Strengths & Weaknesses
Table 165. APEX-TOYS Basic Information, Manufacturing Base and Competitors
Table 166. APEX-TOYS Major Business
Table 167. APEX-TOYS Anime Figure Product and Services
Table 168. APEX-TOYS Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. APEX-TOYS Recent Developments/Updates
Table 170. APEX-TOYS Competitive Strengths & Weaknesses
Table 171. Square Enix Basic Information, Manufacturing Base and Competitors

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Table 172. Square Enix Major Business
Table 173. Square Enix Anime Figure Product and Services
Table 174. Square Enix Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. Square Enix Recent Developments/Updates
Table 176. Square Enix Competitive Strengths & Weaknesses
Table 177. Funko Basic Information, Manufacturing Base and Competitors
Table 178. Funko Major Business
Table 179. Funko Anime Figure Product and Services
Table 180. Funko Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 181. Funko Recent Developments/Updates
Table 182. Funko Competitive Strengths & Weaknesses
Table 183. Beijing Dream City Basic Information, Manufacturing Base and Competitors
Table 184. Beijing Dream City Major Business
Table 185. Beijing Dream City Anime Figure Product and Services
Table 186. Beijing Dream City Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 187. Beijing Dream City Recent Developments/Updates
Table 188. Beijing Dream City Competitive Strengths & Weaknesses
Table 189. Guangdong Audi Animation Toys Basic Information, Manufacturing Base and Competitors
Table 190. Guangdong Audi Animation Toys Major Business
Table 191. Guangdong Audi Animation Toys Anime Figure Product and Services
Table 192. Guangdong Audi Animation Toys Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 193. Guangdong Audi Animation Toys Recent Developments/Updates
Table 194. Guangdong Audi Animation Toys Competitive Strengths & Weaknesses
Table 195. Myethos Basic Information, Manufacturing Base and Competitors
Table 196. Myethos Major Business
Table 197. Myethos Anime Figure Product and Services
Table 198. Myethos Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 199. Myethos Recent Developments/Updates
Table 200. Myethos Competitive Strengths & Weaknesses
Table 201. BellFine Basic Information, Manufacturing Base and Competitors
Table 202. BellFine Major Business
Table 203. BellFine Anime Figure Product and Services

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Table 204. BellFine Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 205. BellFine Recent Developments/Updates
Table 206. BellFine Competitive Strengths & Weaknesses
Table 207. Ques Q Basic Information, Manufacturing Base and Competitors
Table 208. Ques Q Major Business
Table 209. Ques Q Anime Figure Product and Services
Table 210. Ques Q Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 211. Ques Q Recent Developments/Updates
Table 212. Ques Q Competitive Strengths & Weaknesses
Table 213. WAVE Corporation Basic Information, Manufacturing Base and Competitors
Table 214. WAVE Corporation Major Business
Table 215. WAVE Corporation Anime Figure Product and Services
Table 216. WAVE Corporation Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 217. WAVE Corporation Recent Developments/Updates
Table 218. WAVE Corporation Competitive Strengths & Weaknesses
Table 219. FREEing Basic Information, Manufacturing Base and Competitors
Table 220. FREEing Major Business
Table 221. FREEing Anime Figure Product and Services
Table 222. FREEing Anime Figure Production (K Units), Price (US$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 223. FREEing Recent Developments/Updates
Table 224. FREEing Competitive Strengths & Weaknesses
Table 225. Global Key Players of Anime Figure Upstream (Raw Materials)
Table 226. Global Anime Figure Typical Customers
Table 227. Anime Figure Typical Distributors

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List Of Figures

LIST OF FIGURES

Figure 1. Anime Figure Picture
Figure 2. World Anime Figure Production Value: 2021 & 2025 & 2032, (USD Million)
Figure 3. World Anime Figure Production Value and Forecast (2021-2032) & (USD Million)
Figure 4. World Anime Figure Production (2021-2032) & (K Units)
Figure 5. World Anime Figure Average Price (2021-2032) & (US$/Unit)
Figure 6. World Anime Figure Production Value Market Share by Region (2021-2032)
Figure 7. World Anime Figure Production Market Share by Region (2021-2032)
Figure 8. North America Anime Figure Production (2021-2032) & (K Units)
Figure 9. Europe Anime Figure Production (2021-2032) & (K Units)
Figure 10. China Anime Figure Production (2021-2032) & (K Units)
Figure 11. Japan Anime Figure Production (2021-2032) & (K Units)
Figure 12. Anime Figure Market Drivers
Figure 13. Factors Affecting Demand
Figure 14. World Anime Figure Consumption (2021-2032) & (K Units)
Figure 15. World Anime Figure Consumption Market Share by Region (2021-2032)
Figure 16. United States Anime Figure Consumption (2021-2032) & (K Units)
Figure 17. China Anime Figure Consumption (2021-2032) & (K Units)
Figure 18. Europe Anime Figure Consumption (2021-2032) & (K Units)
Figure 19. Japan Anime Figure Consumption (2021-2032) & (K Units)
Figure 20. South Korea Anime Figure Consumption (2021-2032) & (K Units)
Figure 21. ASEAN Anime Figure Consumption (2021-2032) & (K Units)
Figure 22. India Anime Figure Consumption (2021-2032) & (K Units)
Figure 23. Producer Shipments of Anime Figure by Manufacturer Revenue ($MM) and Market Share (%): 2025
Figure 24. Global Four-firm Concentration Ratios (CR4) for Anime Figure Markets in 2025
Figure 25. Global Four-firm Concentration Ratios (CR8) for Anime Figure Markets in 2025
Figure 26. United States VS China: Anime Figure Production Value Market Share Comparison (2021 & 2025 & 2032)
Figure 27. United States VS China: Anime Figure Production Market Share Comparison (2021 & 2025 & 2032)
Figure 28. United States VS China: Anime Figure Consumption Market Share Comparison (2021 & 2025 & 2032)

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Figure 29. United States Based Manufacturers Anime Figure Production Market Share 2025
Figure 30. China Based Manufacturers Anime Figure Production Market Share 2025
Figure 31. Rest of World Based Manufacturers Anime Figure Production Market Share 2025
Figure 32. World Anime Figure Production Value by Product Type, (USD Million), 2021 & 2025 & 2032
Figure 33. World Anime Figure Production Value Market Share by Product Type in 2025
Figure 34. Scale Fixed-pose Figure
Figure 35. Non-scale Fixed-pose Figure
Figure 36. Articulated Action Figure
Figure 37. Deformed Figure
Figure 38. Miniature and Trading Figure
Figure 39. Premium Statue
Figure 40. Others
Figure 41. Others
Figure 42. World Anime Figure Production Market Share by Product Type (2021-2032)
Figure 43. World Anime Figure Production Value Market Share by Product Type (2021-2032)
Figure 44. World Anime Figure Average Price by Product Type (2021-2032) & (US$/Unit)
Figure 45. World Anime Figure Production Value by Articulation Type, (USD Million), 2021 & 2025 & 2032
Figure 46. World Anime Figure Production Value Market Share by Articulation Type in 2025
Figure 47. Fixed-pose Figure
Figure 48. Limited-articulation Figure
Figure 49. Fully Articulated Figure
Figure 50. Interchangeable-part Figure
Figure 51. Others
Figure 52. World Anime Figure Production Market Share by Articulation Type (2021-2032)
Figure 53. World Anime Figure Production Value Market Share by Articulation Type (2021-2032)
Figure 54. World Anime Figure Average Price by Articulation Type (2021-2032) & (US$/Unit)
Figure 55. World Anime Figure Production Value by Figure Height, (USD Million), 2021 & 2025 & 2032
Figure 56. World Anime Figure Production Value Market Share by Figure Height in 2025

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Figure 57. Below 10 cm
Figure 58. 10–20 cm
Figure 59. 20–30 cm
Figure 60. Above 30 cm
Figure 61. World Anime Figure Production Market Share by Figure Height (2021-2032)
Figure 62. World Anime Figure Production Value Market Share by Figure Height (2021-2032)
Figure 63. World Anime Figure Average Price by Figure Height (2021-2032) & (US$/Unit)
Figure 64. World Anime Figure Production Value by Application, (USD Million), 2021 & 2025 & 2032
Figure 65. World Anime Figure Production Value Market Share by Application in 2025
Figure 66. Personal Collection
Figure 67. Display and Decoration
Figure 68. Gifts
Figure 69. Others
Figure 70. World Anime Figure Production Market Share by Application (2021-2032)
Figure 71. World Anime Figure Production Value Market Share by Application (2021-2032)
Figure 72. World Anime Figure Average Price by Application (2021-2032) & (US$/Unit)
Figure 73. Anime Figure Industry Chain
Figure 74. Anime Figure Procurement Model
Figure 75. Anime Figure Sales Model
Figure 76. Anime Figure Sales Channels, Direct Sales, and Distribution
Figure 77. Methodology
Figure 78. Research Process and Data Source

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